

CHEMIST & DRUGGIST

The newsweekly for pharmacy

January 4, 1986

a Benn publication

PSNC seeks
judicial review
of contract
legislation

No 'all clear'
yet for Farley

Barclays sold
to SoT Health
Foods — depots
to re-open?

Marketing:
putting product
on the front
cover

Doncaster see
bright future in
generics and PI

Two thirds shop
on Sunday, says
Mori poll

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COMMENT

One cannot help but sympathise with Farley Health Products and the predicament they currently find themselves in. In acting responsibly, and promptly volunteering to withdraw their baby milk and Complian ranges from sale they may be perceived, by some at least, to be accepting they are at fault. As C&D went to Press the first evidence to implicate their products was emerging.

And with Christmas being a quiet time on the news front, the story featured regularly over the holiday break. There will be many public relations officers thinking: "There but for the grace of God..." Years of hard work in building up a company "image" can be ruined overnight.

Community pharmacy has spent time and effort during the past two years in trying to improve its image. This week's NPA *Supplement* urges pharmacists to live up to the message of the "official" advertising campaign, and tells



how individuals are doing their own bit of PR work.

But the *Mail on Sunday* last week picked up on the fact that *Marzine* is being used as "a deadly substitute for heroin by teenage junkies...the effects are horrific...addicts are driven mad by hallucinations."

The newspaper also noted the recent advice from the Pharmaceutical Society that the product should be sold only by pharmacists personally. And then "proved" that some pharmacists were unaware of the guideline, published in the *Pharmaceutical Journal* on

December 14. Under the headline "Buying them is so easy," the paper accuses pharmacists of ignoring the Society's guidelines. In reality most pharmacists had probably not read the relevant Council statement. But ignorance is no excuse.

So much of the hard work put into raising the pharmacist's professional standing among the public is jeopardised. 1986 looks like being another year of doubt and uncertainty, with the contract still unresolved, and the initial optimism on what the Nuffield Inquiry will say giving way to quiet concern in some quarters.

The NPA, the PSNC (and even the BPA) have continually raised the profession's profile in the community and politically over the past 12 months, but without a solid performance from the pharmacist in the front line their staff work will be wasted. If there are pharmacists who haven't yet made any New Year resolutions...

PSNC press on with judicial review

The Pharmaceutical Services Negotiating Committee is seeking a judicial review of the legislation under which it was proposed to bring in the new contract.

The PSNC will not hear whether its application has been granted until the next judicial term begins mid-month. A joint application with the Department of Health was proposed, but since the DHSS has not replied to the proposal the PSNC is

proceeding alone.

The PSNC has always maintained that the existing legislation gives the Minister for Health adequate powers to introduce the proposed contract. It was originally introduced to give effect to the Clothier agreement. There has been concern that should the legislation be found inadequate to introduce the new contract, the legality of the Clothier agreement could be in doubt.

No "all clear" for Farley

Department of Health officials had located a source of salmonella contamination, at Farley Health Products' factory in Kendal as C&D went to Press. Suspicion led to the withdrawal of Osterfeed, Ostermilk Complete formula, Ostermilk Two and Complan before Christmas.

There have been no further reports of poisoning, but a spokesman for the Department of Health said that the statement issued on December 20 still stands, and there is clearly a link between Oster products and the *Salmonella ealing* infection in 29 babies, mainly under six months of age.

Recent reports had suggested Public Health Laboratory scientists had cleared the 320 workers and the processing machinery. However, now it will be at least another two weeks before production is resumed.

Farley were first contacted by Government health officials on December 11 and informed of the possible link between *Salmonella* infection in babies who were reported to have been fed on their dried milk products. The organism responsible was identified as a rare strain, *Salmonella ealing* which is normally responsible for only twenty cases of poisoning a year. In the period November 1 to December 19 there were 41 cases of diarrhoea due to this organism and 29 of these were in children under one year old. Further investigations by scientists at the Public Health Laboratory Service at Colindale, North London showed a high statistical link between the infection and Osterfeed and Ostermilk products. After consultation with the Department of

Health, and Ministry of Agriculture, Fisheries and Food, Farley voluntarily agreed to withdraw the products.

Pharmacists and other retailers carrying stocks of withdrawn products are asked to return them to wholesalers who will reimburse them. Arrangements have been made for the collection of returned products by Farley.

So far no problems have been encountered by wholesalers in meeting increased demand for alternative products. A spokesman for Macarthis said that if any problems were to arise, then it would be over the next month or so, because of "lead and lag times" in manufacturing. Return of stock has been slow to date, with most holding on to their stocks until after the Christmas period.

Mr Peter Dodd, managing director of Unichem, said the problem had not been anywhere near as great as initially anticipated, with only a few branches temporarily out of stock of a particular size of alternative product.

Wyeth, manufacturers of SMA say production has been increased to meet demand and their factories worked extra shifts over the Christmas and New Year. They are asking mothers not to hoard supplies as they are confident they will meet the extra demand.

Information help lines set up by Wyeth and Cow & Gate over the holiday period have been busy with inquiries from both the trade and mothers of young children. A spokesman for Boots, who were negotiating with Glaxo on the sale of their subsidiary, Farley Health Products (C&D, p1120 Dec 14), said there will be no further discussions between the companies until investigations are over.

□ As C&D went to press, DHSS were meeting to discuss the current situation. Farley were invited to attend. No statement will be issued before the end of this week.

Phenergan is safe, say M&B

Euro MPs have called for the withdrawal of Phenergan because of two reports which they claim, have linked it with cot deaths.

The claims have been rejected by the manufacturers, May & Baker, who say the reports contradict extensive experience with Phenergan over 36 years. No new factor has emerged to lessen their confidence in the product.

The company says: "The reports do not blame Phenergan for cot deaths, which commonly occur in babies of two to four months. Phenergan is not recommended in infants under six months — both studies involved infants under six months. The most recent survey published in 1985 involved only four infants, and the 1982 survey did not indicate which of the phenothiazines were studied. Phenergan has been widely available for the past 36 years, for the most part on prescription and there is no evidence to support the concern caused by these reports. In the past 20 years only one infant death in a five month old asthmatic has been reported as possibly linked".

The Department of Health say the report from Belgium was brought to their attention some weeks ago and there is no evidence to suggest that Phenergan is linked with any serious adverse effects, but they will continue to monitor the situation.

FPCs' journal criticises Hayhoe

"A mess" is how the Family Practitioner Services journal describes Health Minister Barney Hayhoe's decision not to proceed with the new contract.

"How pharmacists, as individuals, and the pharmaceutical profession in general are supposed to plan for the future is beyond our comprehension," the journal says in its editorial.

"It is difficult to see where all concerned go from here other than to await primary legislation," it concludes.

Dr David Slovik, MRCS, LRCP, of 1 Thorpe Close, Ladbroke Grove, London W10 5XL, has been prohibited by the Secretary of State under sections 13 and 15 of the Misuse of Drugs Act from prescribing, administering and supplying any Controlled Drug within the meaning of the Act.

Chemists ignore Council advice alleges Mail

A Pharmaceutical Society Council statement on the sales of cyclizine preparations has been ignored by some pharmacists, says a report in the *Mail on Sunday* (Dec 29).

Under the headlines "Shops alert for travel pill junkies" and "Buying them is so easy," the paper claims in only three out of ten chemist shops visited did a pharmacist check on the sale of Marzine tablets, which contain 50mg cyclizine.

In three more of the shops visited, the tablets were sold by a counter assistant. Three shops had sold out of the product and in another, the pharmacist is said to have admitted not informing staff of the Council statement.

The statement, which appeared in the *Pharmaceutical Journal* on December 14, recommended that medicines containing cyclizine should be sold personally by a pharmacist. This follows the Council's concern at the increasing number of reports that cyclizine-containing medicines are being abused either on their own or in conjunction with other drugs.

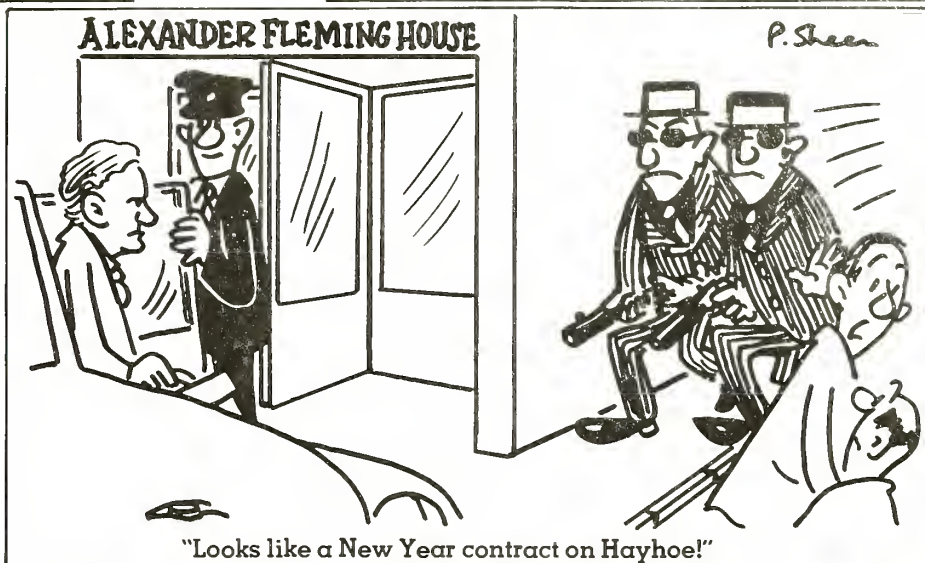
The charity Turning Point, which runs drug help centres in London, has called for Marzine to be available on prescription only and has written to all family practitioner committees asking them to make pharmacists aware of the dangers of abuse.

The tablets have been abused both orally and parenterally, and when used with heroin, other opiates or small amounts of alcohol can cause psychosis. When taken with large amounts of alcohol they say it causes toxicity which may result in death.

In the *Daily Telegraph*, the Wellcome Foundation, manufacturers of Marzine, are reported as saying that the abuse is on a very small scale which they do not regard as a major problem. A Department of Health spokesman said there are no plans to make Marzine, which has been on the market for 30 years, a Prescription Only Medicine.

A spokesman for the Pharmaceutical Society says that the *Mail on Sunday* story was not precise in its account of the action undertaken by the pharmacists who were approached by the paper.

However, the Society would remind members of the Council's statement on the sale of cyclizine preparations and of their professional obligations when selling any drug which has potential for abuse.



Feldene makes the news

Speculation about the dangers of piroxicam made the news either side of Christmas, but the Department of Health says the Press reports are "scaremongering" and "slightly out of proportion".

The *Observer* headline said: "Arthritis drug alert after 77 patients die." Government experts were to investigate the drug following evidence from Britain and Sweden that suggested internal bleeding was more prevalent with piroxicam (Feldene), than other non-steroidal anti-inflammatories, the paper stated.

Possible problems with piroxicam were highlighted in the Committee on Safety of Medicines' *Current Problems* in October. A recent study reported in the *British Medical Journal* showed that a quarter of patients admitted to Oldchurch Hospital, Romford, with bleeding stomach ulcers, who were taking an anti-arthritis drug, were taking Feldene — twice the expected figure.

The Department of Health say that the Data Sheet for Feldene has been amended recently to highlight the problems of GI bleeding and the danger in giving the drug to patients with congestive heart failure. "These are the sort of things the CSM keeps under regular review," a DHSS spokeswoman told *C&D*. "You have to balance the relief these drugs give patients with any side effects".

IoW pharmacist in NHS swindle

Isle of Wight pharmacist Michael Haynes has been fined £1,000 and ordered to pay another £1,000 costs after pleading guilty to charges of false accounting, obtaining money from the NHS by deception, and attempting to obtain money by deception, according to a report in the *Isle of Wight County Press*.

At Portsmouth Crown Court, Mr Haynes pleaded guilty to four of 14 charges he had previously denied. The prosecution accepted not guilty pleas to ten other offences which have been left on file. Ten allegations of false accounting, three of obtaining money from the NHS by deception, and of attempting to obtain money by deception had been made.

The prosecution claimed that Mr Haynes altered pack sizes of prescribed items to indicate that drugs had been dispensed from smaller expensive packs, when they had in fact been dispensed from

the larger cheap packs.

He was said to have made broken bulk claims for rare drugs and to have claimed for callout fees to dispense urgent prescriptions when his shop was not open or the prescriptions were not endorsed as urgent. Three shops belonging to Mr Haynes at Ryde, Wootton and Bembridge were involved.

Mr Haynes, who did not give evidence in court, was alleged to have said in police statements that he altered pack sizes because he was sure his dispensing pharmacist was using smaller packs and that he often had to deal with prescriptions from people calling at his shop after it had closed.

Regulations which came into effect on January 1 abolished the NHS Supply Council and provided for the transfer of staff to the South Western Regional Health Authority. The Regulations are the Health Service Supply Council (Abolition) Order 1985 (SI 1985 No 1877, HMSO £0.40) and the Health Service Supply Council (Abolition) Regulations 1985 (SI 1985 No 1876, HMSO £0.40).

PSNC election programme

The Pharmaceutical Services Negotiating Committee has issued the following notices about the forthcoming elections.

1. LPC elections: Nomination forms for the contractor and employee sections of the LPC elections for the term of office commencing April 1, 1986, will be issued no later than January 7. Any pharmacist voter who has not received a nomination form by January 13 should write to the PSNC at 59 Buckingham Street, Aylesbury, Bucks HP20 2PJ, stating whether a contractor or employee voting paper is required. Nomination forms are to be returned by 12 noon on January 24 in the envelope provided.

In the following areas local arrangements have been made and any inquiries about elections in these areas should be made to the local returning officer whose name is available from the

LPC secretary: Bexley & Greenwich, Camden & Islington, Kensington, Chelsea & Westminster, Kirklees, Lambeth, Lewisham & Southwark, Rotherham, St Helens & Knowsley, Salford, Walsall, Wirral and Powys.

2. Elections to PSNC: The term of office of the 15 elected members of the PSNC expires on April 30. Nomination forms will be issued to all contractors other than Company Chemist Association members and co-operative societies no later than January 7.

Voting will be on the basis of one vote per pharmacy and papers will normally be dispatched to the pharmacy.

If a nomination form has not been received by January 13, contractors should write to PSNC at the above address. Forms are to be returned by 12 noon on January 24 in the envelope provided.

Elections will be held in all the following NHS regions: East Anglia, Mersey, Northern, North East Thames, North West Thames, North Western, Oxford, South East Thames, South West Thames, South Western, Trent, Wessex, West Midlands, Yorkshire and Wales.

Roussel to court on ten charges

Roussel and their medical director, Dr Christopher Good, have been committed to the Old Bailey on ten charges involving advertisements for Surgam.

The charges, brought by the Department of Health, relate to advertisements which appeared in the *British Medical Journal* between March and June 1983. Roussel are accused under section 93 of the Medicines Act of issuing misleading advertisements to doctors and making claims about gastric protection and selective prostaglandin inhibition which were not justified or substantiated by clinical trials or other appropriate studies.

The offence was committed, it is alleged, with the "consent" of Dr Good, or was attributable to his "neglect" contrary to section 124 of the Act.

The company and Dr Good deny the charges.

Woof, woof!

The Pharmaceutical Society has joined the Pet Health Council.

The PSGB joins the British Veterinary Association, Pet Food Manufacturers Association and the Association of the British Pharmaceutical Industry as a full member.

The Council is hoping to put a wider programme into action, starting with a worming campaign in April. It will include the production of a television film clip, and the distribution of four million leaflets.

Membership 'on target' — AHDA

The Animal Health Distributors Association (UK) Ltd reports membership levels are well on target four months after the Association's launch.

One particularly pleasing aspect of the growing membership for AHDA chief executive Michael Munro is the interest of people who were not involved in any of the constituent groups responsible for the AHDA's formation — the British Distributors of Animal Medicines (BDAM), and the animal health sectors of the Federation of Agricultural Cooperatives (FAC) and United Kingdom Agricultural Supply Trade Association

(UKASTA). "24 per cent of our membership is entirely new to this Association," he says.

"We are confident our growing numbers are indicative of the backing from the distributors of animal medicines."

Sign trouble

A Surrey pharmacist faces legal action unless he removes the signs outside his pharmacy.

The shop — Laly's in Downing Street, Farningham — was asked to remove signs and stickers by the local planning committee who agreed with a complaint that they were inappropriate in a conservation area. That was last Spring and the Council is now considering legal action to secure their removal.

More cash for health regions

Increased cash allocations next year for all the health regions in England have been announced by Social Services Secretary Norman Fowler.

Spending on the hospital and community health services in England will increase by £650m to nearly £10.3bn in 1986/87, an increase of 6.7 per cent.

Pill tops for young women

The pill is the most popular method of contraception and over twice as popular as the condom in the age group 20-24, according to the 1983 General Household Survey.

For the first time this annual survey, which interviewed 20,000 adults living in private households in Britain, contained a section on contraception. It found that three-quarters of women were using some method of contraception with 28 per cent of 20 to 24 year olds preferring the pill.

The use of contraception increased until the over-40 age group. Use of the pill markedly decreased with age to only four per cent of women in the 40-44 age group. Two-fifths of women aged 35-44 were sterilised or had a sterilised partner.

Commercial ban

A wrangle between two battery companies has been settled by the High Court.

An injunction was successfully sought by Duracell against a Memorex advert where hundreds of black and gold batteries (Duracell colours) are thrown into a bin. Memorex are to revise the commercial which launches their brand of rechargeable batteries.

Ciba face Japan shutdown

Ciba-Geigy have admitted falsifying shelf-life data since 1980 on over 40 drugs submitted to the Japanese health authorities.

As a result, the Japanese Government has ordered the company to close two factories and to suspend sales and imports into the country for 20 days from January 6.

The company is alleged to have submitted reports of shelf life tests it had not performed. Independent tests had shown no hazard to the public.

Upjohn's bald solution...

Upjohn Limited, manufacturers of Loniten tablets (minoxidil), have applied to the American FDA for approval to market Regaine (minoxidil topical solution) to treat male pattern baldness.

Minoxidil tablets were approved by the FDA in 1979 for the treatment of resistant blood pressure, and during trials, scientists noted a significant number of participants were growing more body hair. An experimental solution was developed for application to the scalp — Regaine topical solution — to localise hair growth and minimise systemic circulation. Since 1977, around 4,000 volunteers have been involved in studies. The company claims it is the first scientifically studied, potential hair growth medication to have a new drug application filed with the FDA.

...and a Kiwi first for AIDS

Douglas Pharmaceuticals Ltd, a licensee of Newport Pharmaceuticals International, has received approval to market isoprinosine (Imunovir) in New Zealand, for the treatment of AIDS.

New Zealand is the first government to approve any drug specifically for treatment of AIDS-related diseases. Newport has also had a pending new drug application with the American FDA since September 1985 for approval to market isoprinosine to treat patients suffering from AIDS-related complex.

Last year = lost year?

Looking back brings no joy. It has not been a vintage year to write home about. In December 1984 we were worrying about the proposed limited list, which I described as a bread and water diet "intended to shock us into a grudging acceptance of a more rational and acceptable set of proposals to reduce the drug bill". Us being the nation, of course.

There have been changes alright, but I am still in business. There has been a welcome clearing of the dispensary shelves — one which I see being extended to other categories in future. However, it is time PSNC made a stand about the professionalism of pharmacists so as to make some commonsense compromise over the ludicrous situation at present arising when doctors order, from habit I suppose, by brand name instead of the generic title. It ought to be argued with vehemence that the whole point of the exercise was to reduce the cost of drugs to the NHS. Since this has been achieved by setting a price for the generic, the current situation, where if a doctor orders Duphalac and we supply it, (which is what we would do anyway) we not only don't get paid for it, but are warned we shall face service committee hearings...! The regulations were laid when such a situation was inconceivable.

Time enough has passed to show this "Alice in Wonderland" logic for what it is...absurd.

We must demand a simple change in the rules so pharmacist contractors can endorse such minor script mistakes at their discretion, to avoid this exasperating, legalistic, demeaning and unacceptable nonsense. We're responsible professional people, not idiot children. I don't know about you, but I resent it deeply.

Plain English

In the last issue we were told our traditional pharmacy instructions to patients were responsible for people not taking medicines properly. We were given as an example of good "plain English" the following: "Take two, four times a day and keep on taking them until there are none left." We were told 80 per cent of the people who received these instructions knew exactly what they were to do.

When I was learning English I had to spend hours doing precis work. In case there are those who do not understand what I mean, it is an exercise which commands the student to reduce to the

smallest possible number of words a lengthy passage of writing while keeping the original meaning. Every time I write this column I am grateful to my teachers. But if only 80 per cent of recipients understood the verbose sentence offered as an example of plain English there is something sadly wrong with the comprehension of the other 20 per cent. For myself I should have thought the plain English version would have been, "Take two, four times daily, until all taken".

The nicest exercise of clarity comes when writing down customers' desires regarding photographic reprints and enlargements. My standard instructions to all staff are that they should write as though the processors were mentally retarded five year olds. While this is good for a laugh when I am teaching, the reality requires of them a true comprehension of what is to be done with each negative.

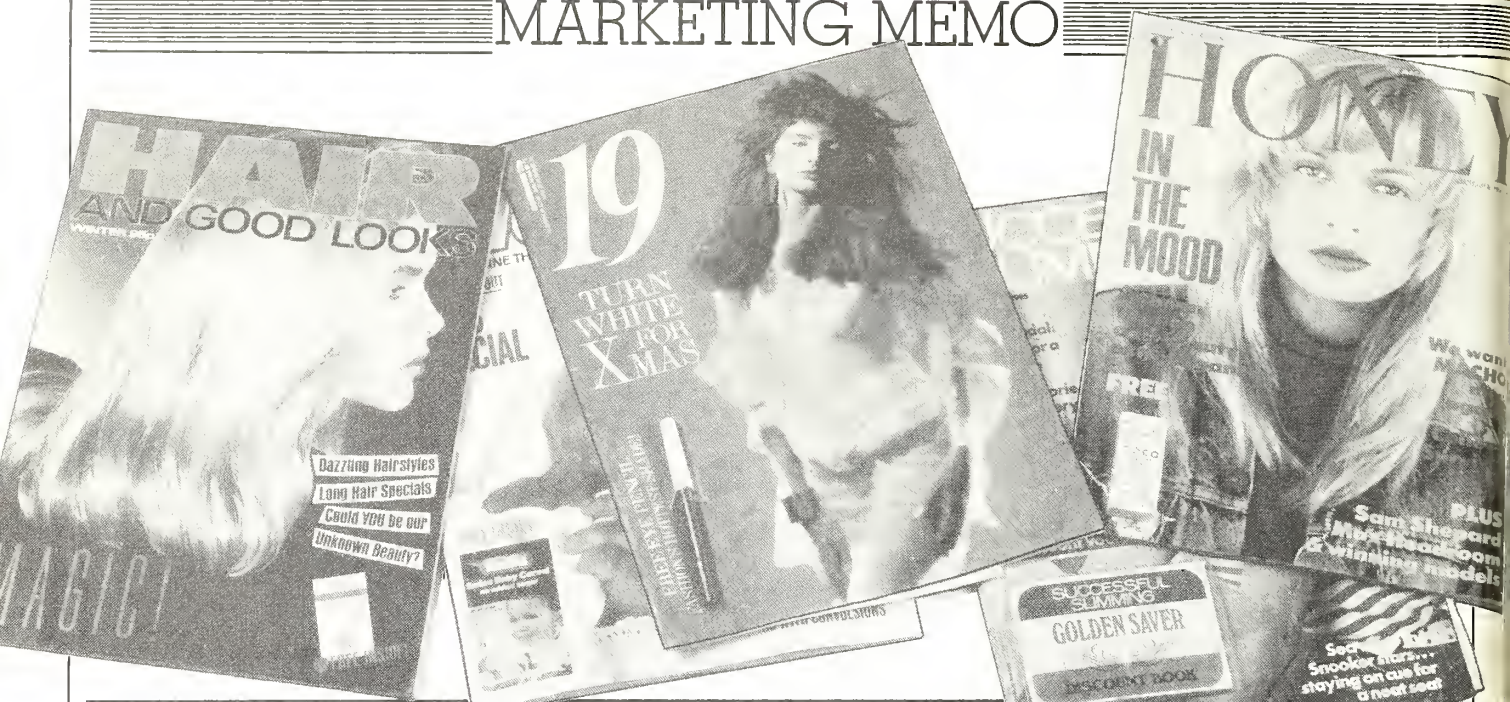
It's the same with prescriptions. Unless we ourselves know what the doctor wants the patient to do with what he has ordered there are inbuilt problems before we start trying to tell the patient.

However, there is a certain arrogance in assuming the clerky language of the late 19th century, from which come the conventions we use in writing patient instructions, is the common usage of the masses in 1986. ...Perhaps we should aim a little lower, more towards, say pidgin? Then we could look forward to labels like... "Takum one fella sunup, one fella sunhigh, one fella sundown, drinkum water sametime". Could be quite fun and imagine how the computer would like it!

Past Xrayser

One of the things which grieves me about this column is the absolute secrecy maintained by the Editor regarding the identities of the various Xrayzers, past and present. I am sorry I was not able to meet Charles Drummond, who wrote for nearly 20 years. As a mere earthworm pharmacist I am considerably humbled at the knowledge of this most illustrious forbearer, and find myself wondering how I came to be offered the job. I've had a bit of experience in pharmaceutical politics, but nothing to compare with this man.

Still, I can identify with a sentence which said he combined realism with what some would call idealism, and hope he took a charitable view of the ways I went about trying to affect pharmaceutical thinking to bring about a better state of affairs for pharmacy. Looking at the photographs of that pleasant intelligent man it is clear pharmacy has lost a considerable beacon... I am more sorry than most... I feel... deprived.



Last year cosmetic and toiletry manufacturers spent a massive £145,431,000 on advertising and promoting their products. Possibly one of the most effective methods of promotion today is to cover-mount products on women's consumer magazines — a technique which has become increasingly popular over the last 15 years.

Leading women's Press publisher IPC regard cover-mounting as an integral part of magazine selling, and one which pays high dividends, not only for themselves, but also for the manufacturer taking part. As Mark Barclay, marketing director of Revlon says: "Cover-mounting for the manufacturers is an exceedingly cost-effective method of sampling which comes with in-built distribution."

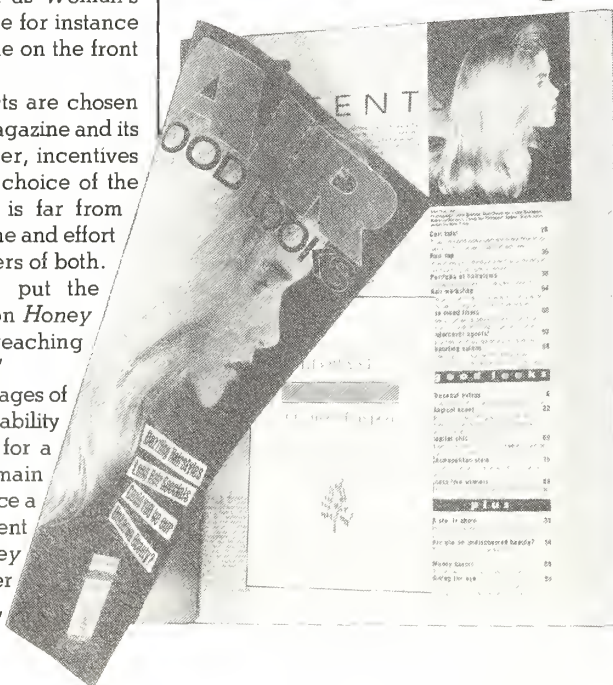
It is the job of the promotions department at IPC to approach suitable manufacturers with the idea of displaying their product, either on the front cover, or inside magazines such as *19* and *Honey*.

Generally, it is the mass market, monthly magazines with a youngish profile which are chosen. But occasionally the glossy, more upmarket publications such as *Woman's Journal* are used — who have for instance had a phial of Gucci perfume on the front cover.

Just what kind of products are chosen depends very much on the magazine and its target readership. Bob Walker, incentives manager at IPC says: "The choice of the product and the magazine is far from arbitrary. We spend much time and effort matching the target consumers of both. For instance, we wouldn't put the fragrance Forever Krystle on *Honey* magazine as it wouldn't be reaching the perfume's target market."

One of the distinct advantages of this method of promotion is its ability to create immediate impact for a product launch before the main advertising breaks. For instance a mini-pack of Silvikrin frequent wash conditioner was on *Honey* magazine's cover in September following its launch in July,

The power of Press cover mounting



and likewise Aapri facial wash cream featured in the September issue of *19* after a Summer introduction. "We see the main advantage of cover-mounting as being a method which brings consumer awareness to a new or perhaps seldom advertised brand," says Mark Barclay of Revlon.

Editors, fully aware of the kudos which cover-mounts bring to their publication, try to ensure the product gets editorial back up. It is also likely to get concurrent advertising exposure and could also feature in the "What's coming next month" column. It all adds up to a considerable promotional push.

But how can the manufacturer or the publishing company actually measure how much it increases sales of either the product or magazine? IPC get some idea of a cover mount's success by analysing circulation figures. In 1985 *Honey* magazine featured on its cover Vichy Nutritives, Coca perfume and Potter & Moore Coppelia bath seeds. Christine Woolnough, senior promotions executive at IPC, estimates circulation figures rose by 20,000 copies for each issue which featured a promotion. "Sales for *Woman's Journal* increased by 30 per cent when a phial of Gianni Versace fragrance was cover-mounted," says Bob Walker.

For the manufacturer, measuring the product's success is a little more difficult, if not impossible. For many companies any research would cost almost as much as the promotion. One way Revlon try to monitor performance is by including coupons with the magazine and then counting the number of redemptions. This, however, is not a policy followed by Wella. "Coupons have become an over-used method of promotion. Unless they are highly controlled at in-store level you cannot be sure they are being redeemed against the product shown on the



A selection of miniatures which were cover-mounted on the women's magazines last year. "There is virtually no product which can't be cover-mounted in some form", says IPC's Bob Walker

coupon," says a Wella spokesman.

Both Wella and Revlon agree, however, that cover-mounting is a very effective way of creating greater awareness for their products in a relatively inexpensive way. Just how much the company has to contribute to the cost of the sampling operation varies with the magazine used, packaging, quantity and type of product chosen. Usually the manufacturer pays for the actual product while payment for the packaging is by negotiation with the publisher, who pays for the insertion or mounting. The latter can vary between £3,500-£6,000 depending on the product.

The designing of the packaging, be they sachets, tubes or bottles, usually goes to an outside company who go to great lengths to make sure the miniature reflects the pack the consumer will find on-shelf. The product is stringently tested to ensure it won't leak in transit or on the newsagent's shelves. IPC senior promotions executive Christine Dunn recalls one near disaster: "We had decided to cover mount Johnson & Johnson baby lotion but, right at the last minute, it was discovered that they were leaking. We had to put them into plastic bags, to save the day!"

Editor of *Honey*, Jo Fairley, remembers how, when she walked into a newsagents one day she smelt what she thought were Bounty bars. Closer inspection of the magazines revealed that one of the caps of Hawaiian Tropic bottles, attached to *Honey* had come undone! To allow for damage or theft, IPC equip their salesforce with 25,000 extra copies when they have a cover mount.

While it is largely toiletry companies who take advantage of this type of promotion, in the past all manner of product has been featured ranging from hair combs to audio cassettes (for example the



Sanatogen slimming cassette cover-mounted on April/May's issue of *Successful Slimming*). Bob Walker of IPC says: "There is virtually nothing we can't handle, except perhaps aerosols or rolls of lino. We would perhaps steer clear of sampling something like flour because the small quantity wouldn't be enough for constructive use."

"A lot of manufacturers think their product couldn't possibly adapt to cover-mounting, but there is no end to what we can do, given about six months for planning. The trade also tends to think it is more costly than it really is." To clear up these misapprehensions IPC are producing a colour brochure explaining how cover-mounting works. This will be going out to brand managers and public relations companies in the Spring. "The only thing we stipulate from the manufacturer is that the product should have national distribution prior to inclusion in the magazine," says Mr Walker.

Products such as perfumes lend themselves to being sampled but baby products are also highly effective.

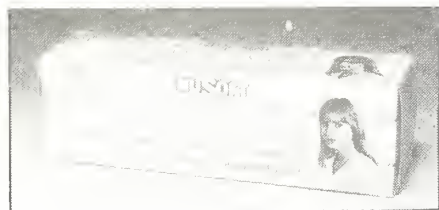
Familia's baby cereal was on the November issue of *Mother* magazine.

A product's success can often be measured in terms of how much reader-response is created. "People quite often ring in to ask where they can buy the product from," says Jo Fairley. As an editor she has final control over the selection of the product. Having started out as being "rather sceptical" about cover-mounting, she is now completely won over. And this confidence is echoed by Revlon's Mark Barclay: "If I had the money I would cover-mount a Revlon product every month."

IPC on January 1 sold *Mother* and *Successful Slimming* to Argus Press.

Nusoft range gets slim towel

Independent Chemists Marketing are introducing a new slim towel to their sanpro range.



The Nusoft slim towels are packed in 10s, have rounded ends and a stay dry cover, with moisture-proof backing and four adhesive strips for extra security.

The towels will retail at £0.49, but will be launched at an introductory price of £0.46. There will also be an introductory bonus of 25p per member pack (24) with a promotional price for retailers of £7.40 per member pack, giving a 23 per cent profit on return, say *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire BA12 9JU.*

It's in the bag

Sterling Health are launching Nappy Sacks (£0.85 per carton) to the trade.

Nappy Sacks are plastic bags developed for convenient, discreet disposal or transportation of dirty nappies. Sized to take one dirty nappy and used baby wipes, the sacks are coloured, opaque bags, impregnated with a fragranced odour-neutraliser, and equipped with easy-tie handles for sealing. Embossing on Nappy Sacks allows easy one-handed dispensing from the handy sized carton, say Sterling Health.



They are available in 50 bag cartons, shrink-wrapped in dozens within an outer containing 36 unit cartons. A ten-pack shelf display unit is available, and throughout January and February there is a trial pack counter unit free with every 36 unit order. In addition the company is

offering an introductory trade bonus.

"Nappy Sacks are a natural and novel way to take up the opportunity presented by over 3,000 million nappy changes a year," says Sterling Health sales director, Peter Yardley. *Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS.*

Robins go South and West

A.H. Robins are rolling out their Dimotapp TV commercial launched in the Thames area six months ago. The "Dimotapp turns off a runny nose" commercial will run on TVS until February and HTV through to April. *A.H. Robins Co Ltd, Langhurstwood Road, Horsham, Sussex RH13 5QP.*

SCRIPT SPECIALITIES

Dioralyte goes pineapple

Berk have launched Dioralyte pineapple sachets (basic NHS price for 20 sachets £3.90).

The extension to the range will appeal to older children and adults, the company hopes. Dioralyte is the leading oral rehydration solution available on prescription, and is widely used as first line treatment for diarrhoea and vomiting, especially in pre-school children, it claims. The new variant will be heavily promoted in the New Year with mailings and journal advertising. *Berk Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex BN21 3YG.*

Sugar free Erythroped

Erythroped suspension is now available in a sugar-free formulation. The cherry-flavoured granules are packed in 250mg-dose sachets with a complete course in a box of 20 (£5.60). *Abbott Laboratories Ltd, Queenborough, Kent ME11 5EL.*

Portex improve leg bags

Portex are introducing an improved leg bag, ref 300/401/750. It has been approved for NHS prescription from January 1 and is

Fuji cut films

Fujimex have announced plans to help pharmacists boost colour film sales in the New Year with a January sale.

"Substantial price savings will be available across the entire range of Fuji films. The promotion will be supported by point-of-sale material which is now available to retailers planning post-Christmas displays. This includes a circular PVC window decal and 3ft long banner that comes with a set of stickers enabling retailers to select whichever consumer discount they wish to promote.

Full details of the Fuji film January sale are available from Fujimex sales representatives or from *Fujimex Ltd, division of Hanimex (UK) Ltd, Faraday Road, Dorcan, Swindon, Wilts SN3 5HW.*

offered as an alternative to standard and sheath type bags. The new bags will be supplied in packs of 10 (£1.54 each, basic NHS).

The company says it took a fresh look at the product through the eyes of the patient, and the new bag offers an inlet tube that can be cut to length, a choice of connectors to match drainage appliances securely, and a simple, easy to operate tap that keeps the fingers dry. *Portex Ltd, Hythe, Kent, England CT21 6JL.*

From this week all orders for Roscorbic tablets will be met by Redoxon tablets. Existing stocks of Roscorbic should be used up in the normal way, says Roche. The formulations of Redoxon 25mg, 50mg, 200mg, 500mg tablets and 1g plain effervescent tablets are identical to those of the equivalent preparations of Roscorbic. *Roche Products Ltd, PO Box 8, Broadwater Road, Welwyn Garden City, Herts.*

The marketing of Trisequens has transferred to Novo Laboratories, and all orders should be placed with Farillon. Packaging colour and details will change but current stocks should be used until exhausted. Product and pricing are unchanged. *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.*

Bristol-Myers Oncology have introduced a 160mg Megace (megestrol acetate) tablet. It is indicated for use in breast and endometrial cancers and is available in packs of 30 at an NHS cost of £29.30. *Bristol-Myers Pharmaceuticals, Swakeleys House, Milton Road, Ickenham, Uxbridge UB10 8NS.*

Passport to Riches underway

Unichem's first Passport to Riches promotion starts on January 10 and runs until January 31.

The products featured are: Bodyform, VO5 styling mousse, Day Nurse — liquid and capsules, Wella hair streaking kit, Nice 'n' Easy, Cream E45, Hermesetas — tablets/dispenser/gold, Optrex lotion and drops, Eyedew Blue and Clear, Clearline drops, ZR — aerosols/roll-on/solids, Baby Wet Ones, Atrix cream and lotion, Wilkinson Sword double edge, Elnett hairspray and Silvrkin hairspray.

The profit power promotion is available on the following: Slender low calorie soups, slim chocolate, Faberge Organics hairspray, Faberge Family, Stayfree towels, Grecian, Lady Grecian and Grecian cream, Odoreaters, Aspro Clear, Feminax, Showerfresh, Libra Slim, Jojoba shampoo/conditioner and treatment wax, Yeastvite, Potter catarrh pastilles, Vaseline petroleum jelly, Combination "Q" and "J", Lem-sip, Ballet toilet tissue, Boutique tissues and cotton wool pads, Head and Shoulders, Sunsilk hairspray, styling mousse and shampoo, Signal toothpaste, Harmony hair colour foam, Woodwards gnpewater, Durex, Clearblue, Robitussin original, plus, cough soother and cough soother junior, Palmolive shave creams, stick and soap, Cosifits, Immac, Anne French, Style perms, Wilkinson Sword retractor, Ponds cream, Arrid aerosols, Discover 2, Vidal Sassoon shampoo, remoisuriser, finishing rinse, Biactol, and Topex cream and lotion.

Sundries available: Tommee Tippee range, Pur silicone baby range, Wisdom Quest range, Safety Soothers, sponges, Bathtel bath thermometer, Oral B right angle, Griptight nursery range and Unichem manicure range. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

Four of the best

Revlon will be promoting four of their best selling fragrances — Intimate, Moon Drops, Jontue and Charlie — from February to April, offering consumers the chance to win one of four holidays for two with Club Mediterranee.

A merchandiser holding the

fragrances and featuring the four holiday locations — Mauritius, St Lucia, Foca (Turkey) and Kamarina (Sicily) — will be available to chemists.

After purchasing one of the fragrances, consumers will be given a competition entry form to complete. Entries with the correct answers to the four questions will then be judged by a tie-breaker. Prizes will be awarded to entries with the correct answers and the most amusing and original tie-breaker. In addition to the four holidays, there will be 500 runner-up prizes of 50g Charlie eau de cologne sprays. *Revlon International Corporation, 86 Brook Street, London W1Y 2BA.*

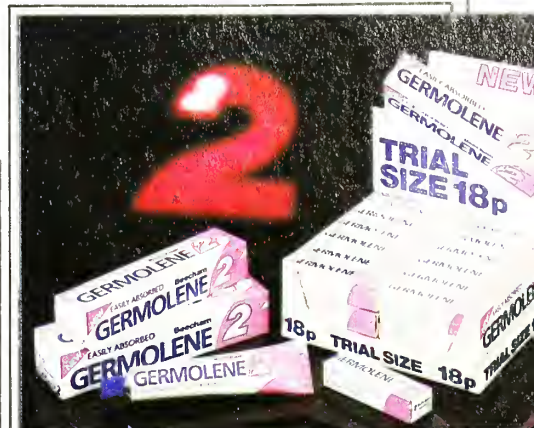
DDD splash out

A tumble display counter unit holding six dozen packs of Blisteze is now available from DDD. In 1986, the company is backing the product with a record £300,000 advertising spend in national women's and teenage magazines, and on Capital Radio during February and March. The display unit, window stickers and shelf barkers are available from *DDD Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ.*

Three months on the box

A New Year burst of national television advertising for Canderel breaks on January 6. The £2m campaign runs through to April.

A further burst of television advertising is planned for later in the year and the brand will be supported by extensive advertising in selected magazines, say *Searle Products, Whalton Road, Morpeth, Northumberland.*



Big spend brings in Germolene 2

Germolene is being relaunched to correct what the manufacturers had identified as weaknesses in the product, which had nevertheless reached the position of second leading brand in the antiseptic creams market.

New Germolene 2 has more effective antiseptic properties, a milder medicated fragrance and the non-greasy base is more easily absorbed into the skin. The active ingredients are chlorhexidine gluconate solution 0.25 per cent and phenol 1.2 per cent, the latter being included for its local anaesthetic action.

The GSL product has been repackaged in cartoned tubes (30g, £0.72; 55g, £1.09) and a trial size (5g, £0.18) in a display unit will be available during the launch period.

The advertising spend, which is the largest ever for Germolene, will be £800,000 on national television from March through the Summer. POS material includes counter units and shelf edgers. *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Brushing up...

Wisdom are planning a £1m advertising campaign for their entire toothbrush range in the first half of 1986.

The campaign breaks with Wisdom Quest advertising in the women's Press between February and May, including *Cosmopolitan, Family Circle, Living, Good Housekeeping, Options, Company, Woman's Journal, Slimming and Here's Health.*

Wisdom also plan to advertise on national television and promotional POS material will be available. *Addis Ltd, Brushworks, Hertford.*

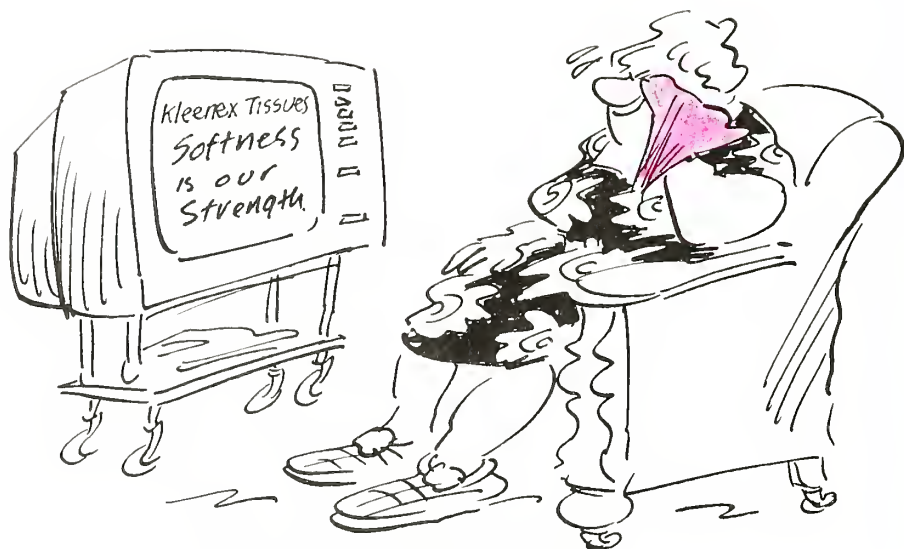
The Piave range which includes coloured and flavoured toothbrushes is now available from *Robinson Young Ltd, Ibson House, Eastern Way, Bury St Edmunds, Suffolk.*

ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Andrews:	Y
Beechams hot lemon:	All areas except Bt
Beechams powders capsules:	All areas except Bt
Benylin expectorant:	All areas
Benylin paediatric:	Y,C
Bisodol:	U,Y,A,HTV,TT
Complan:	All areas
Contact 400:	C4,Bt

Crookes Strepsils:	All areas except Bt
Cussons Imperial Leather:	All areas
Day Nurse capsules:	All areas except Bt
Dimotapp:	HTV,TVS
Duracell:	All areas
Durabeam:	STV,G,Y,C,A,TVS,TTV
Elida Gibbs Cream Silk:	All areas
Kleenex facial tissues:	All areas
Listerine:	All areas
Mac Extra:	All areas except Bt
Marigold	housegloves:
	STV,G,Y,HTV,TSW,TVS,TTV
Night Nurse:	All areas except Bt
Propain:	TTV
Pur:	All areas
Robitussin:	U,STV,G,Y,C,A,HTV,TVS,TT,Bt
Settlers:	All areas except Bt
Sinutab:	All areas
Venos:	All areas except Bt



FOR THE CONSUMER



THE COMPETITION

THE BIGGEST FACIAL TISSUE CAMPAIGN EVER, WILL BE AN EMOTIONAL TIME FOR US ALL.

Kleenex® Facial Tissues are spending £1.5m on their latest advertising campaign.

That's not only the biggest facial tissue spend of all time, it's the highest housewife coverage of all time too.

Watch your television for our tale of a little boy, a grandmother and an onion. It's a tale so heartwarming, more people will be reaching for our tissues than ever before.

We only hope you can cope.



AND YOU.



BE ASSURED BY THE MARK OF



Kimberly-Clark



Kleenex gets a facelift

Product and packaging improvements are being introduced for Kleenex regular facial tissues from the end of this month.

Kleenex white and Kleenex multicolour 150s packs have been re-

designed with a front opening panel and a star burst design, while the tissues themselves have been given crimped edges and the level of softness increased by 17 per cent say Kimberly-Clark.

Facial tissues marketing manager, Rosi McMurray says: "We have felt for some time that our Regular brand was not performing as well as it might. We felt the packs were too intrusive and not in keeping with current room decoration. In the new packs the tissue colours tone accurately with the pack colours.

"We chose an opening at the front, to give better dispensing and help prevent the tissues tearing when being removed and have adopted the European display face principle which prominently features the name Kleenex." *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

Roche put Redoxon on TV

Roche are supporting Redoxon with a £0.5m television campaign for the first time in four years.

The commercial which features all five Redoxon flavours, will be screened nationally from February 3 to the end of March. *Roche Products Ltd, PO Box 8, Broadwater Road, Welwyn Garden City, Herts.*

Away from it all

Lypsyl users now have the chance to win a "holiday of a lifetime" in the Lypsyl Worldwide promotion.

Ciba have spent most of the £25,000 promotional spend for the free-to-enter competition on the prizes — an air tour for two with £1,000 worth of accommodation for the winner, and a European capital tour for second place.

Show material will complement present POS displays. *Ciba Consumer Pharmaceuticals, Wimbleshurst Road, Horsham, Sussex RH12 4AB.*

Watching the Women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines are divided into weeklies (W), monthlies (M) and teenagers' (Y).

Addis Wisdom toothbrushes: M
Alberto Jojoba: W, Y
Silk: W, M, Y

Take 4:	Y
Elizabeth Arden:	M
Beechams Bovril:	M
Day Nurse:	W
Germaloids:	W, M
Ralgex:	W
Ribena:	M
Shaders & Toners:	Y
Trio Sandoz:	W
Yeastvite:	W
Booker Health:	M
Britannia Efamol:	M
Brodie & Stone Jolen:	Y
Chattem Mudd:	Y
Sun-In:	Y
Thomas Christy skin care:	M
Clarins:	M
Combe Lanacane:	W
Vagisil:	Y
Crookes Sweetex:	M
DDD Blistez:	Y
Harvey Scruton Nurse Harvey:	M
Health & Diet Symbred:	M
Trim 8:	M
Houbigant Raffinee:	M
ICC Seclodin:	W
Johnson & Johnson KY Jelly:	Y
G R Lane Quiet Life:	W, M
Lilia White Dr White's:	Y
Max Factor:	Y
Nicholas Labs Almay:	Y
Aspro:	W
Feminax:	Y
L'Oreal Elnett:	M
Proctor & Gamble Bounce:	M
Pampers:	M
Richardson Vicks Napisan:	M
Oil of Ulay:	M
Robins Chapstick:	Y
Schwarzkopf Corimist:	Y
Tampax:	Y
Thompson Aqua Ban:	M
Bran Slim:	M
Uniclife TCP:	W, M, Y
Vichy:	M
Wella:	M, Y

Hanimex keep a low profile

Hanimex have added four lightweight, low profile compacts to their range.

The basic 35mm HS camera has easy to dial weather symbols, built-in lens cover, hot shoe flash and manual wind-on. Available in black and red, it can be sold as a kit with matching flashgun. The 35mm ES compact has all the features of the HS but with the addition of built-in flash, and film speed settings for 100-400 ASA.

The Hanimex 35mm SL is a sensor flash version of the popular SF style also featuring motor drive, close-up flash facility and 100-400 ASA film settings.

Top of the range is the 35mm AF Japanese made camera, with auto-focus, motor-drive and built-in flash.

The two most popular 110 cameras in the range, the 110 IF and 110 TF are now available with motor drive facility.

Latest addition to the flashgun range is the TZ-2. Features include adjustable zoom head (28mm-85mm) with bounce, three computer stops with manual override, lockable hot shoe, auto-check, and easy to read distance range indicator. *Hanimex (UK) Ltd, Hanimex House, Dorcan, Swindon SN3 5HW.*

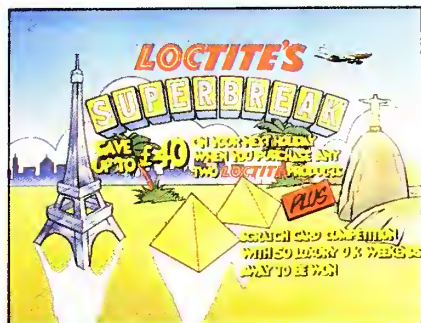


Not coconut shy!

Wella are adding to their balsam one wash shampoo and no wait conditioner range with a natural coconut variant.

The single application shampoo and instant conditioner has been developed for all hair types used to frequent washing. Both the shampoos and conditioners come in 200ml bottles (£1.20 and £1.30).

The coconut variant comes in a point of sale unit, containing three shampoos and three conditioners plus a showcard. *Wella Great Britain, Wella Road, Basingstoke, Hants.*



Loctite's Superbreak

Loctite UK's "Superbreak" offer starts this month. Eighteen products from the Home and Drive range will carry vouchers worth £20 each off leading tour operators' holidays. And there are 55 UK weekend breaks to be won from the scratch card competition incorporated into the three million vouchers printed. Loctite have spent £100,000 on advertising to support the "Superbreak" promotion in daily and Sunday newspapers. Posters, dump bins and instore displays are available for POS. *Loctite Holdings Ltd, Watchmead, Welwyn Garden City, Herts AL7 1JB.*

No exercise or diet slimming?

A slimming product claimed to induce weight loss without dieting or exercise is being launched by Ethicare.

Minus-cal tablets contain herbal ingredients which are said to increase the metabolic rate and are taken three times daily before meals (£14.50 for a 10-day programme). All contain pectin and microcrystalline cellulose; those taken in the morning also contain bucco leaf and maté, those at mid-day guarana seed and cola nut, and those in the evening daminae leaf and verbena. The active principles include caffeine (maximum about 5mg daily) and diuretics. The company claims weight loss is not a result of diuresis, because the slimmer is encouraged to replace fluid loss by drinking two glasses of water with each set of tablets.

A double blind study in Denmark on 100 people over 20 days showed a

significant weight loss in those taking Minus-cal compared with those on placebo. The average weight loss was doubled in those participants who also dieted and exercised.

Dr Lasse Hessel, who spent the past 12 years developing the product, will appear on local radio and television programmes and magazines. Advertising in the national dailies, women's and health magazines will start soon after the launch date of January 17. *Ethicare, Chatham Street, Reading, Berks.*

Marigold on TV

A twenty-second commercial for Marigold household gloves will run on regional television networks from January to April.

The 20-second commercial will emphasise the importance of handcare and highlight the brand's packaging. It will be broadcast in London, Southern, Yorkshire, Wales and the West, Granada, Scotland and South West regions. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

W Y E T H G E N E R I C S · T E M A Z E P A M · W Y E T H

E

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UNPARALLELED QUALITY

Wyeth's reputation for quality and consistency has always been second to none - giving you the assurance that the products you dispense conform to the highest possible standards.

To enquire about Wyeth Generics as well as 'quantity discounts' currently on offer, phone:

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*Trade Marks

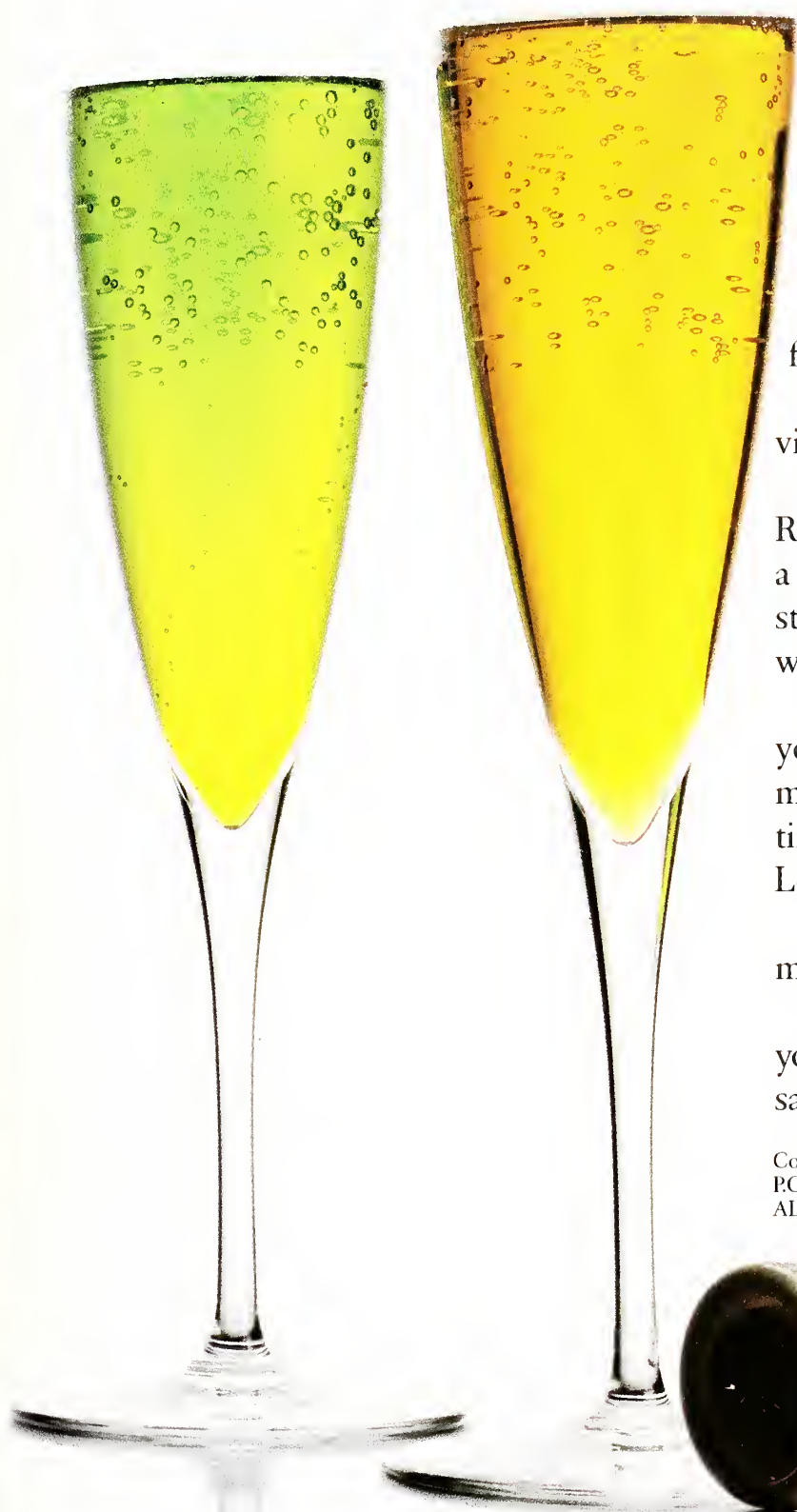
G E N E R I C S · L O R A Z E P A M

W Y E T H G E N E R I C S · O X A Z E P A M · W Y E T H

Redoxon puts the



fizz back into TV.



If you hear a fizzy sound coming from your TV, do not adjust your set.

What's happening is this: the vitamin C brand leader is back.

That's right, we're advertising Redoxon Effervescent Vitamin C with a big new £500,000 television campaign starting in February – the first time we've been on the box for four years.

And now we're back in the picture you're going to like what you see: a mesmerizing new commercial promoting the five Redoxon flavours: Orange, Lemon, Lime, Blackcurrant and Natural.

The campaign will run for over two months – in all areas of the country.

So if you want to put the fizz into your Redoxon sales contact your Wholesaler or Roche Representative now.

Consumer Division, Roche Products Limited,
P.O. Box 8, Welwyn Garden City, Hertfordshire
AL7 3AY Tel: (0707) 328128.

ROCHE



Growing bigger with changing times...

Doncaster Pharmaceuticals have recently transferred to bigger premises — for the second time in less than two years. The move is due to the rapid growth of the company — now the Doncaster Pharmaceutical Group — which claims to be the UK's largest non-manufacturing generics wholesaler and the largest parallel importer. With a steady trend to generic prescribing and the demise of the HD scheme, the future looks bright. Managing director John Whitworth says the group is ready to take full advantage.

With turnover expected to be over £8m for the current year, and a new 6,000 sq ft factory it is all a far cry from the original Doncaster Pharmaceuticals, started by Mr Whitworth nine years ago "as a sideline" above one of his five — he now has only one — retail pharmacies. He ran the business himself, employing just one part-time packer and one "agent" on the road. "At that time the generics market had got a bad name — there was also a feeling that generic prescribing wouldn't catch on."

For four and a half years the company operated regionally, serving customers in South Yorkshire, Nottinghamshire, Leicestershire and Lincolnshire. Then the decision was made to "go national" with a trade advertisement in *C&D*. The advertising was a great success.

"At that time pharmacists were being inundated with offers from generic companies," says Mr Whitworth. "My philosophy was no actual special offers, just a straight price — the pharmacist knew exactly what he was paying for."

Despite extensions to the original premises, which closed as a pharmacy, the company had to move onto an industrial estate two and a half years ago, but stayed only 21 months before taking the present factory at the beginning of December.

Doncaster Pharmaceuticals — the generic wholesaling arm of the group — has 2,000 active accounts, with customers from all over the UK. A subsidiary, Whitworth Pharmaceuticals (Midlands) Ltd, distributes from Nuneaton. The group is completed by Whitworth Pharmaceuticals — the parallel importing company — and Donpharm (Belgium) SPRL, which looks after the European end.

Mr Whitworth says he has seen attitudes change. "Four or five years ago if you wanted to distribute a manufacturer's goods you had to ask him. Now the whole market has

**Doncaster
Pharmaceutical
Group
managing
director John
Whitworth —
nine years ago
it was just a
sideline...**



changed and major manufacturers have had to come into generics, especially since the blacklist. Now they come to us and ask if we can distribute for them. It is much cheaper for them to use somebody with 2,000 customers and with reps on the road, than to do it themselves." Doncaster have been approached to distribute OTC and other lines. "But we don't want to become a general wholesaler."

Part of the service aspect Mr Whitworth mentions is the range of generics Doncaster hold. "We take goods only from the big names — APS, Harris, Norton, Cox, Lagap, Berk, Generics (UK)," he says. "And we don't hide the manufacturers under the label. We cater for all types. We often get customers saying they want a certain manufacturer's product every time." He gives examples. "Some people don't like to handle tamoxifen tablets, so, we keep them blister-packed and loose. We have just got in a white ampicillin. It's considerably cheaper, and customers will have a choice."

Group turnover is split roughly 50:50 between generics and parallel imports, though the balance has varied recently as the HD scheme was in force and then declared illegal.

Mr Whitworth says the stimulus to enter the PI business came from his customers. "Until three years ago the only people involved in PI were selling from car boots.



People were saying 'Why don't you do it and clean up?' So, we went to Europe looking at potential suppliers and set up Whitworth Pharmaceuticals. It runs as a separate company and has gone from strength to strength."

Mr Whitworth has been the vice-chairman of the Association of Pharmaceutical Importers since its inception. "It has been a marvellous organisation for negotiations with the DHSS," says Dorothy Bradley, the group's sales director. "The standard of our applications has been good and some licences have been granted in three months. We have had nothing but help from the Department — they know we are doing it properly." Doing it properly has meant the acquisition of a repackaging and relabelling licence and the group also employs a "qualified person".

The future looks bright for the importing side of business, but Mr Whitworth would like to see a tightening up of the rules to get rid of "cowboys". "We have been offered many things over the years, but we refuse to stock anything that is not from a reputable company. My fear is that such products are about, and somebody must be using them," he says. As for any attempt by major wholesalers to muscle in on the PI market, he says they may try, but there is just not the stock available. "It is not as simple as putting in an order and receiving it three days later. We can only get what is excess to European requirements. Even we cannot get full orders."

He said "no" to one major wholesaler who asked if Doncaster would import for them. "There is no point when we are doing the business ourselves," he says. Mr Whitworth thinks parallel importing will settle down to a steady level. "Certain firms have tried to make it awkward by changing colours and codes, others have tried to bring prices closer. But PI has been going on in Europe for years. However, there is no doubt that there will be a clawback."


Mr Whitworth is optimistic about the future. "We are increasing turnover monthly. We keep thinking it is going to level out, but it hasn't yet." The group now employs 36 people, and has 17 representatives on the road. The management team has been increased by the appointment of one of the reps, Bill Kent, as sales manager.

Mr Whitworth hints that Doncaster have plans to develop further, and with a new factory three times the size of the last one, they are geared up to cope with the increased demand — both generic and PI.

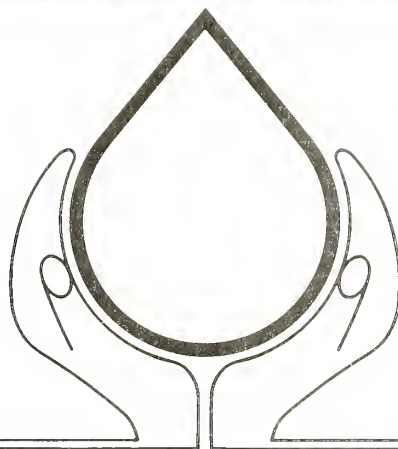
TERPOIN ANTITUSSIVE

The recommended diluent for Terpoin Antitussive is Syrup B.P.

Equal amounts of Terpoin and Syrup B.P. reduce the concentration of Codeine Phosphate so that a recommended dose of 10ml, four times daily, qualifies this extemporaneous dispensing as a pharmacy only medicine.



Contents in 5mls.	
Codeine Phosphate B.P.	15.0 mgm
Guaiphenesin	50.0 mgm
Terpin Hydrate B.P.C.	9.15 mgm
Eucalyptol B.P.C.	4.15 mgm
Menthol B.P.	18.3 mgm



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Making the rules

In *Chemist & Druggist* December 7 there appeared a letter from Mr Horsburgh of Edinburgh addressed to this company in which he asks the company to arrange to make available to its customers preferential application forms in our public issue in 1986.

The company greatly values the goodwill of its customers, but I regret that in this matter, whatever our own wishes might be, we are restricted by the rules of the Stock Exchange which allow preferential allotment only to certain categories of people, notably employees.

H. Mitchell

The Wellcome Foundation Ltd.

The whole point...

In answer to Xrayser's comments on my letter on leapfrogging, the whole point of undercutting his toiletries prices is to make sure that the customer has not got another reason for using the newcomer's shop. We

must protect that vital prescription trade as best we can, by giving better service in a clean, modern shop with helpful staff and lower prices and hopefully, with the goodwill built up over the years, we can reduce the leapfrogger's effect to a minimum. After all, he is not after a portion of your trade, he wants the lot — without paying for goodwill. If you don't undercut his prices your counter and script trade will rapidly diminish. A selectively small sacrifice in profit now can save a substantial loss later.

Tadpole.

It's up to you

I have read with interest the letters on the contract. The main complaint is the "leapfrogger menace". Could I refer you to the Pharmaceutical Society's Code of Ethics, paragraph II:

"A pharmacist shall uphold the honour and dignity of the profession and not engage in any activity which may bring the profession into disrepute."

Surely there is nothing more

"dishonourable" or "undignified" than taking away a fellow pharmacist's business and livelihood. Why does the PSGB not take action against the leapfrogger using this part of the Code of Ethics? I am sure the profession as a whole would give total support if the Society had the courage to prosecute these "evil pests".

Gavin Dent

Newbiggin-by-Sea.

No. of days treatment NB Ensure dose is stated	NP
Caps V-6L-K	
250 ~gs (20)	
Sig: one capsule every six months	
A recurrent infection, we presume?	

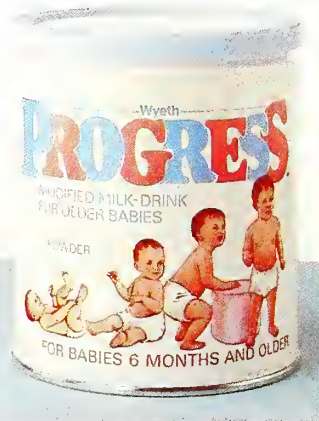
Wyeth

FOR BABIES 6 MONTHS AND OLDER

Your attention is drawn to the following statement from the Panel on Child Nutrition of the Committee on Medical Aspects of Food Policy.

"The milk used for babies throughout at least the first six months of life should be breast milk or an infant formula, with weaning foods preferably introduced from 4 to 6 months. For babies over the age of 6 months the follow-on milk 'Progress', correctly made up, may be used as part of the diversified diet and as an alternative to cow's milk."

This follows a previous statement by the DHSS that Progress was suitable for babies 4-6 months and older. Pharmacists are reminded that a few packs may still remain with the old 4-6 month label recommendation and we would ask that staff take care to ensure that mothers buying Progress at this time are doing so for babies over 6 months.



Wyeth Nutrition
Leading the way



TV ads on drugs bill

In an attempt to put across the industry's viewpoint on measures to reduce the drugs bill to the public, Hoechst bought three prime time advertising slots on Germany's second television channel.

Germany is the world's third largest manufacturer of drugs, behind the USA and Japan, and has been the biggest exporter since 1968. Now 30 companies belonging to the BPI (the equivalent of the ABPI) have established the "German Pharma Health Fund" to help Third World countries develop and improve the infrastructure of their own drugs industry.

The aim of the fund is to stimulate self-help by providing technical know-how and training, rather than merely donating drugs. German companies already have branches in 86 countries overseas, employing 40,000 people — 99 per cent of whom are natives. Some of the initial DM 1

million starting capital will be used to set up a primary health care system in Ghana and to establish a pan-African quality control laboratory.

The BPI has also been active in the latest round of hand-wringing over the increase in the country's drugs bill (up 6.4 per cent in the first half of 1985, compared to average wage rises of 3.1 per cent and an annual inflation rate of 1.8 per cent). It has announced that it is recommending its members to undertake a two year price freeze, or to minimise price rises.

The sceptics have noted wryly that the period of the freeze coincides with the run-up to the general election in 1987 and that rumoured plans to increase prescription charges from £0.80 to £1.35 have also been shelved for the lifetime of the present parliament. However, a rise in contributions to the insurance schemes appears inevitable sooner or later unless major reforms can be agreed.



Untangling the law

With the Bavarian generic prescribing experiment still to get off the ground, the more modest Frankfurt model (see *C&D* September 1, 1984, January 19, 1985) has also been postponed while legal complexities are unravelled.

The Frankfurt scheme aimed to avoid the frequent difficulty experienced by pharmacists — especially at weekends and during holidays, of supplying specified brands of antibiotics, often required for children with acute, but common infections. Problems in contacting the prescriber if the pharmacist was out of stock, or of the patient vainly trying several pharmacies in an attempt to find the particular item, had been criticised in the local Press.

With the agreement of local doctors it was proposed that they write "phenoxymethyl penicillin," "doxycycline," "amoxycillin" or "co-trimoxazole" and the pharmacist would supply the brand he regarded as best in terms of quality and price. Since the illnesses were invariably acute, it was felt that problems of patient compliance encountered with chronic diseases treated with different brands, would not arise, while a saving of £54,000 could be achieved annually in Frankfurt alone.

To compensate for any loss in profits, various methods are under consideration, including the awarding to the pharmacist "selection fee". However, as the criteria to be used by pharmacists included that of quality, comparative studies are needed of the antibiotic products available, which could easily cost over £125,000. Most of the parties involved are hoping that a large proportion of this will come from the Federal Government, but the Frankfurt doctors association have already donated £30,000 to the cost of *in vitro* studies which will be undertaken by the pharmacists' own independent testing laboratory, ZL.



Poster campaign

In an attempt to stem sales of medicines from supermarkets and drugstores, a poster campaign is being started to encourage the public to buy all medicines only in pharmacies.

The first poster in the series shows an elderly couple, saying: "We buy drugs in the pharmacy — where else?", with the footnote "Even tonics are drugs." In future posters, other members of the public will be pictured making the same declaration and attention will be drawn to the recommendation that laxatives, herbal teas and mild sedatives should also be exclusively bought in pharmacies.



Apotheker-tag '85

Some 1,300 delegates attended last year's annual conference of pharmacists in Berlin, which was mainly concerned with a line-by-line perusal of the Government's bill to revise the regulations governing pharmacies.

The bill proposes few major changes, but the advisory and information-giving role of the pharmacist will be enshrined in the regulations, while the ban on substitution remains and the range of goods which can be sold in pharmacies is not to be enlarged.

Despite broad approval for the amendments proposed by the pharmacist's umbrella organisation the ABDA, there was some concern about losing more business to drug stores. There was also disagreement with the leaders of the regional and national organisations who wish to retain the traditional, highly ethical appearance of German pharmacy.



Wholesale habits

A survey among pharmacists in Lower Saxony shows that over two-thirds are supplied by a single wholesaler and that direct ordering from a manufacturer is rare, especially in small pharmacies with an annual turnover below the average of £250,000.

Over 70 per cent of pharmacists order two or three times a day, and 88 per cent receive two or three deliveries daily. Most use a stock control system and in 18.2 per cent of cases this is computerised. Only 17 per cent of pharmacists order exclusively by telephone. Four out of five were within 30 miles of the wholesaler. The majority of orders were worth between £130-£260.

When asked which services offered were thought unnecessary, pharmacists listed the supply of items outside the traditional range (eg wines, perfumes, electrical goods, watches). Many regarded ancillary activities such as promotional trips, refresher courses, marketing training and the publishing of brochures and catalogues as superfluous. Among the services desired were a Saturday delivery, quicker processing of returned items and the removal of outdated drugs.



The arrival of New Year presages the beginning of the Year of the Tiger. According to Chinese belief, the Year of the Tiger is an explosive year, earmarked for war, disagreement and disasters of all kinds. Such years are often notable for tremendous change, when developments, both good and bad, are invariably carried to the extreme.

With such terrible warnings Phillips & Drew, the London stockbroker, launched its latest investment review just before Christmas. It was published just as the most hectic month ever for takeovers was ending. Investors had recent experience of drama and were already showing fear.

On the very first working day of December Argyll launched a £1.8 bn bid for Distillers, and United Biscuits announced plans to merge with Imperial Group, the holding company for Courage brewers. Later in the same week Hanson Trust upset the cosy relationship by bidding for Imperial.

Meanwhile rumours continued about Hanson's intentions towards Bowater and Coats Patons. By the time GEC announced it had approached Plessey with a view to forming a telecommunications giant able to compete more effectively against British Telecom, investors were confused and nervous.

The market fell fairly steadily during the month, despite the seasonal cheer. The Cable & Wireless issue only just got away, with shares sinking to just six pence above the issue price at one point. The sale of shares in Laura Ashley, the design and fashion retailing company, however, proved extremely popular. Offered at 135p, they rose to 194p in initial trading before settling at about 182p.

At first sight this provides encouragement for the launch of Wellcome Foundation later this month, but Wellcome is unlikely to hold the same appeal for the private investor. Wellcome — until now 100 per cent owned by a charitable trust — is widely expected to attract a price tag of £1.25 bn or so.

The launch may offer a good opportunity to buy shares in Glaxo, the only other pure pharmaceutical company of significant size quoted on the stock market. Its shares could suffer from neglect while the spotlight is on Wellcome. Investing in any share in the Year of the Tiger could, however, be risky.

SoT buy Barclays — now depots to re-open?

Stoke-on-Trent Health Foods Ltd have acquired Barclay & Sons Ltd and all its interests from the Dixons Group for an undisclosed sum.

The new owners say that the major aim of their acquisition is to complement their OTC business based in Stoke. SoT directors Mr D.J. Lancaster, Mr M.D. Yorke and Mr J.R. Ross have joined the Barclay & Sons Board and Mr J.B. Raphael and Mr K.A. Warren will continue in office. Mr Lancaster, who ironically, started SoT five years ago after being made redundant by Barclays, becomes chairman and Mr Raphael managing director. Mr M.J.W. Hennessey has resigned as managing director.

Mr Lancaster says that the time was right for SoT to give a total service. "We have made our niche, supplying OTC lines to chemists only, and SoT now has a turnover of £16m. In the last eight months we have obtained a full wholesale dealers licence and have been stocking generics which proved to us that their distribution is no different to what we had been doing," he said. "Then Barclays became available."

Looking to the future, he says Barclays will continue unchanged. "The company will be working exactly as it did two weeks

ago or four years ago," says Mr Lancaster. "But we intend to expand the company." Mr Lancaster may be preparing to change Barclay's existing pricing policy. "I don't understand how people can give 9½ per cent of their 10 per cent discount away."

SoT and Barclays will continue to trade independently — Barclays as a full line wholesaler, SoT supplying OTC lines. In addition to Barclay's £11m turnover Grimsby depot, the only one still operating, SoT have acquired Barclay's former depots in Stoke, Sheffield, Newport, Market Harborough, Brighton, Bootle and Queensferry. Mr Lancaster says that he hopes to have the Stoke depot operating within six months, but the others will take a little longer.

As for SoT, Mr Lancaster says the company currently serves nearly 1,200 chemists from its Stoke depot, but there are plans to expand down into the London area later in 1986.

Speaking from Grimsby, Mr Raphael said he was very pleased about the acquisition, particularly for the staff who had faced an uncertain future. He is now looking forward to the future. "It is good to be involved with a company which is alert to the industry instead of one which is not," he said.

AAH — good buy

AAH shares look like being a good investment in 1986 — thanks to expansion into pharmaceutical distribution, says a *Daily Telegraph* City analyst.

The company appears in "Questor's" eight most promising investments for 1986. Profits next year are likely to rise to £17m from £11.2m in 1984, says the column. These figures take in the earnings from Vestric, acquired by AAH from Glaxo last March.

The column sees expansion into pharmaceuticals taking away the "cyclical" tag previously attached to AAH by the market.

More Safeways

Safeway plan to have over 150 stores trading by mid 1988, the company has announced.

Presenting its annual results, the

company says there are 121 at present.

Sales rose by 19.8 per cent to £844.1m in the 12 months to October 1984. Pre-tax profits were up 11.8 per cent at £31.2m.

However, chairman and managing director Terry Spratt cautioned local and central government. "It is up to us in the private sector to create new jobs. In turn we look to the Government to create the right environment and local authorities to adopt realistic policies," he said, referring to the proposed NHS pharmacy contract.

Twelve new stores are planned for this financial year — four are already open.

■ New superintendent — see p30.

YTS from NPA

The NPA hopes to offer a Youth Training Scheme from April 1.

Offers of places for a two-year period from April 1986 should be sent in by January 8 — details are given in the latest *Supplement*. Offers made now can be withdrawn later but no offers will be accepted after January 8.

Shoppers want Sunday opening...

Three-fifths of the public — 61 per cent — already shop on Sundays, according to the latest Mori poll commissioned by the National Consumer Council, who support the new Shops Bill.

Young people are the most likely to do Sunday shopping — 76 per cent of the 15-34 age group do so regularly, according to the poll. Other frequent Sunday shoppers are full-time workers and married mothers with children. But the elderly and regular churchgoers are less inclined to take advantage of extra opening hours — only 37 per cent of the over 55s shop on Sundays.

DIY and gardening products are still the most popular items for Sunday shoppers. And people are more likely to make major purchases for the home or buy clothes for themselves on a Sunday than they were a year ago, say Mori.

Commenting on the poll, NCC

chairman Michael Montague accuses opponents of deregulation of "trying to put the clock back" and risking people's jobs. "Shops should be free to choose for themselves when they open. Consenting adults should be allowed to shop together on Sunday. Nobody is forced to trade. Nobody is forced to shop," he says.

But will people be forced to work? That is the fear of shopworkers union USDAW. With Labour and some Conservative MPs they continue to oppose the Bill, due to be debated in the Commons this month.

...but traders undecided

Illegal action by some Welsh shopkeepers on the last Sunday before Christmas brought crowds to a normally deserted High Street.

But there were mixed reactions from Pembroke Dock pharmacists to trading on the seventh day. Mr Michael Vivian thought it "a resounding success".

Shoppers had come from all around Pembroke, he said, forcing him to stay open an extra hour and a half to cope with customers. There was little demand for prescriptions but OTC trade was brisk. And he got round staff problems by bringing in his five part-timers.

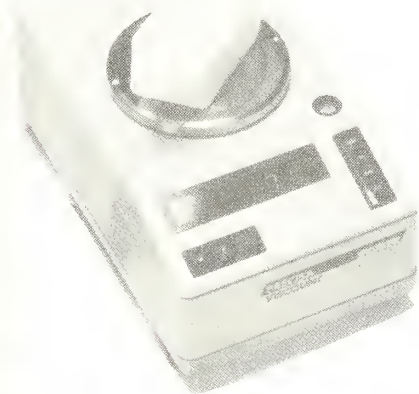
But Mr P.J. Thomas was less enthusiastic, doubting whether the extra volume of trade justified Sunday opening. And Pembroke's other pharmacist Mrs Margaret Stephens only opened for rota duty. "I am the only pharmacist on the premises," she explained, "and I would rather sacrifice the extra trade than give up my Sundays."

The local Chamber of Trade organised the opening because they fear a local Sunday market is threatening High Street business. The 1950 Shops Act makes Sunday trading illegal and the unofficial word from the Council is that shopkeepers who opened will be prosecuted.

■ Eagle Brothers, of 3 Loughborough Street, London SE11 have acquired sole rights to products of Sellaway Ltd of Purley.

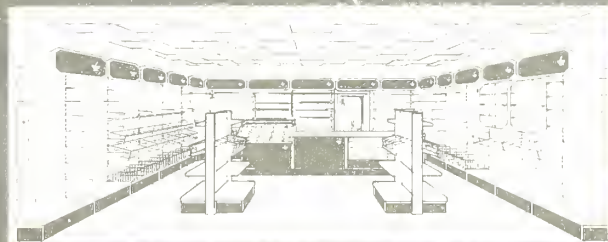
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Changes made at Winthrop

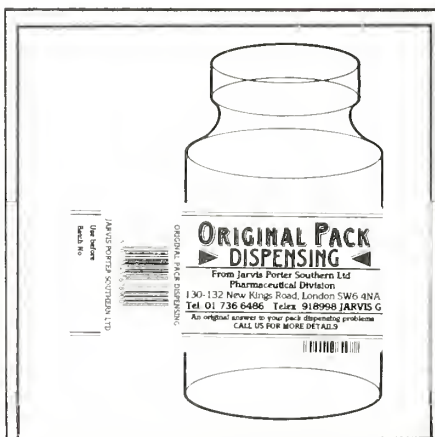
Sterling Winthrop Group has announced policy changes involving personnel and products "due to increased competition in the OTC medicines market."

Mr Bernard Hardisty, FPS, formerly managing director of Winpharm, assumes management of the group's pharmacy liaison within a new Professional Pharmaceutical and Public Affairs Department headed by Mr Dennis Boyles, MPS, as director of external relations.

Winpharm is now managed by Mr Bron Gorny. Mr Gorny also continues as managing director of Sterling Health.

Commercial changes include a heavy investment in television advertising for Panadol, which will also benefit related products; Panadol soluble and caplets, Panadeine and Panacron, says the company.

Winpharm's pharmacy-only policy for all products is unchanged but trade margins on the above products only are down from 33 per cent to 28 per cent.



The pharmaceuticals division of Jarvis Porter has developed its own original pack dispensing system. A removable portion is incorporated into the label and the self-adhesive detachable section is removed by the dispensing pharmacist and stuck onto the prescription as proof of dispensing. Samples from *Jarvis Porter, 130 New Kings Road, London*

Bickiepegs Ltd have moved to Unit 5, Blackburn Industrial Estate, Woodburn Road, Blackburn, Aberdeen AB5 0TZ (tel Kinellar 626).

Scrip: no Brits in top league

No British companies appear in Scrip's latest league table of top pharmaceutical companies.

The league ranks the top 15 companies worldwide according to total pharmaceutical sales. Merck & Co now occupy the number one spot with sales last year of \$2,657.8m.

But a British company — ICI — does appear sixth in the table of most profitable companies, with profits at 31 per cent of sales. Ciba Geigy spend the most on pharmaceutical R&D (\$323.5m last year) and are also one of the top six exporters with more than 95 per cent of sales in foreign markets. *Scrip's Pharmaceutical Company League Tables, 1984-5* (£100) from *Scrip Bookshop, 18 Hill Rise, Richmond, Surrey*.

Huddersfield Health Authority is planning two surgeries and a health centre adjacent to the Memorial Gardens at Huddersfield Road, Holmfirth, West Yorks.

COMING EVENTS

Nuffield address

The chairman of the Nuffield Inquiry will be addressing an open meeting of the College of Pharmacy Practice shortly after the report is published.

The 1986 annual address of the College will be given by Sir Kenneth Clucas, chairman of the Nuffield Foundation inquiry into pharmacy practice, on April 23 at 7pm at the Society's headquarters, 1 Lambeth High Street, London SE1 7JN.

The report of the inquiry is expected to become available in March. In view of its importance, the meeting will be open to all pharmacists. However, because of the expected large attendance, tickets will be required. Applications should be sent, as soon as possible, to The College of Pharmacy Practice, 1 Lambeth High Street, London SE1 7JN.

The address will be followed by the annual meeting of the College, at which practitioner membership certificates will be presented to the successful candidates in the 1985 examinations. Non-members and students of the College will be able to attend the meeting, without voting rights.

Coffee and sandwiches at 6.30pm.

Monday, January 6

East Metropolitan Branch, Pharmaceutical Society. Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead E11 at 8pm. (Coffee from 7.30pm). Dr B. Chattopadhyay, director, Public Health Laboratory, Whipps Cross Hospital, speaking on "The work of the Public Health Laboratory."

Tuesday, January 7

Lanarkshire Branch, Pharmaceutical Society. Strathaven Suite, Garrison Hotel, Merry Street, Motherwell, 8pm. Mr Bruce Phillip, The Scottish Wildlife Trust on "Conservation in Scotland."

Northumbrian Branch, Pharmaceutical Society. Viscount Suite, Imperial Hotel, 7.30pm. Mr J. Kennedy on "Setting up and running a retail pharmacy."

Wednesday, January 8

Isle of Wight Branch, Pharmaceutical Society. postgraduate centre, St. Mary's Hospital, Newport at 7.30pm. Alan Logan, local anaesthetist, on the control of pain and work practiced at his Pain Clinic.

Thursday, January 9

Glasgow and West of Scotland Branch, Pharmaceutical Society. Room 1, McCance Building, University of Strathclyde, Glasgow, 7.30pm. Mr T.P. Astill, NPA director, on "The importance of the Code of Ethics — the public image of pharmacy, professional standards and potential legal liabilities." Joint meeting with the Scottish Pharmaceutical Federation.

Leeds and District Branch, National Pharmaceutical Association. The Golden Lion Hotel, Briggate, Leeds at 8pm. The speaker will be Mr C.R. Hitchens, member and past president of the Council of the Pharmaceutical Society, on "Pharmacy world wide."

Society of Cosmetic Scientists. The Polytechnic of the South Bank, Borough Road, London SE1 at 6.00pm. D.A. Whitehouse, Alberto Culver, on "Hair care and skin care products for black people."

Weald of Kent Branch, Pharmaceutical Society. postgraduate centre, Kent & Sussex Hospital, Tunbridge Wells at 8pm. Mr Nicholas Wood, one of the new members of Council, will report on matters of current interest.

Saturday, January 11

Dumfries and Galloway Branch, Pharmaceutical Society. Cairndale Hotel, Dumfries at 7.00 for 7.30pm. Burns Supper.

Advance Information

Adverse Drug Reaction Reporting — Fact or Fiction? The Royal Society of Medicine, 1 Wimpole Street, London W1, Thursday, January 23, 1986 at 5.30pm. Lectures on General Practice, Pharmaceutical Industry and Regulatory Authority aspects. Further information from Miss Nicole Aaran, Royal Society of Medicine (tel 01-408 2119).

"Physical Activity and Diabetes" and "Physical Activity and Epilepsy." Russell Hotel, London, Wednesday, February 12, 1986. A one-day medical course consisting of two half-day seminars organised by the Physical Education Association of Great Britain and Northern Ireland in conjunction with The National Diabetes Foundation and The British Epilepsy Association. Cost £12. Further details from the course administration officer, The Physical Education Association of GB and NI, Ling House, 162 King's Cross Road, London WC1 (tel 01-278 9311).

Retail Profitability. Royal Garden Hotel, London, Wednesday, February 26 to Friday, February 28, 1986. Convention on software and services to improve profitability incorporating Retail Communications and The Retail Software Forum. Fees £360 before January 7 or £450 thereafter. Further information from the Retail Management Development Programme, 61-63 Ship Street, Brighton, Sussex BN1 1AE (tel 0273 203581/3).

Lymphokines — the new super-drugs? Cavendish Conference Centre, Duchess Mews, London W1, Monday, March 3 to Tuesday, March 4, 1986. Speakers will examine current developments and future possibilities. Details from Miss Fiona Spindlove, IBC Technical Services Ltd, Bath House, 56 Holborn Viaduct, London EC1A 2EX (tel 01-236 4080).

The Pharmaceutical Society of Great Britain. Postgraduate school of medicines and the respiratory tract. Chelsea Department of Pharmacy, King's College London, Chelsea Campus, Manresa Road, on April 14 to 18. Fees £245 members, £285 non-members. Applications to R.E. Marshall, Dept of Pharmaceuticals Sciences, 1 Lambeth High Street, London.

College of Pharmacy Practice Oxford Study Group. small committee room, level 3, John Radcliffe Hospital, Oxford, at 6.30pm, January 15. For details contact Mike Beaman, district pharmaceutical officer, Barnet (tel 01-952 2381).

Chemist & Druggist 4 January 1986

Beecham in "bottom 100"

A prominent pharmaceutical company is listed among *The Sunday Times* "bottom 100" companies for 1985.

Beecham group saw the City respond to an eventful year. Shares fell from 390p last year to 335p before Christmas (now at 368p) and the company's market value was down to £2,512,967 from £2,811,384 (according to *The Sunday Times*, Dec 22).

The "Top 100" companies show the continuing shift from manufacturing to services. Half the best performers are in retailing, banking or publishing — including Dixons who have just sold off their pharmaceutical wholesaling interests. High tech companies were the worst performers in 1985.

Retail records?

Retailers were expecting a record-breaking Christmas last month, with chemists among the most optimistic, according to a CBI survey.

Retailers expected that growth in sales volume last December would be only slightly slower than in August when sales rose to record levels for the time of year.

Only 9 pharmacies were included in the sample of 286 retailers questioned. Most expected their December sales volume to be higher than the previous year (compared with the figure of 60 per cent for all retailers). No chemists thought their overall business situation would deteriorate over the next three months.

Check cheque cards

Cheque guarantee cards with holograms — except for Barclays Bank cards — are now invalid.

Holograms were introduced to help combat fraud, which cost banks about £26m in 1985, according to a *Guardian* report. Barclays cards are excepted because they combine credit and cheque guarantee cards.

Lewis Laboratories Ltd have moved to new offices at 19 London End, Beaconsfield, Bucks HP9 2HN (tel Beaconsfield 71177).

Sales up in November — but oil prices threaten growth

Excellent November retail sales figures, showing volume up 2.6 per cent on the month, have been overshadowed by worries about lower oil prices. Given Britain's position as both an industrial trader and a big oil producer, the long-run effects look evenly balanced. But in the short term, the prospects for tax cuts and interest rates have been distinctly dampened.

The latest High Street trading figures — which are nearly back to August's peak level after two successive monthly declines — reveal that the volume of spending was 4.8 per cent higher than in November, 1984. In the three months August to October, the level of sales volume was about the same as in the previous three

months after seasonal adjustment, and 4 per cent higher than at the same time a year before. The index of retail sales was 7 per cent higher in October than in the same month last year.

For chemists, the gain was 16 per cent, while in the first ten months of the year, chemists' sales were worth 15 per cent

Business Statistics

Prices and costs		Latest data	Previous data	% change on year
Retail prices (January 1974 = 100):				
all items	Oct	377.1	Sep 376.5	5.4
medicines, surgical goods, toiletries	Oct	403.6	Sep 401.9	9.9
Producer prices (1980 = 100):				
manufacturing industry	Oct	137.7	Sep 137.3	6.1
chemical industry	Oct	132.6	Sep 132.3	4.6
pharmaceutical products	Oct	137.5	Sep 137.3	3.2
toilet preparations for men	Oct	150.6	Sep 150.6	9.5
other toilet preparations	Oct	132.6	Sep 132.5	1.0
surgical dressings	Oct	155.4	Sep 155.4	6.4
photographic materials and chemicals	Oct	135.7	Sep 135.5	8.0
Average earnings* (January 1980 = 100):				
distribution and repairs	Sep	166.6	Aug 164.1	7.8
chemicals and man-made fibres	Sep	180.4	Aug 180.8	9.5

Output

Manufacturers' sales* (current prices) £m:				
pharmaceutical chemicals and preparations	2nd qtr	959.8	982.4	11.9
perfumes, cosmetics and toilet preparations	2nd qtr	284.9	264.6	17.6
UK consumption* (current prices) £m:				
pharmaceutical chemicals and preparations	2nd qtr	740.3	777.4	6.5
perfumes, cosmetics and toilet preparations	2nd qtr	249.9	229.0	16.8
Exports* (current prices) £m:				
pharmaceutical chemicals and preparations	2nd qtr	383.2	374.2	23.8
perfumes, cosmetics and toilet preparations	2nd qtr	82.7	80.6	20.1
Imports* (current prices) £m:				
pharmaceutical chemicals and preparations	2nd qtr	163.7	169.2	11.7
perfumes, cosmetics and toilet preparations	2nd qtr	47.7	45.0	17.7

Sales

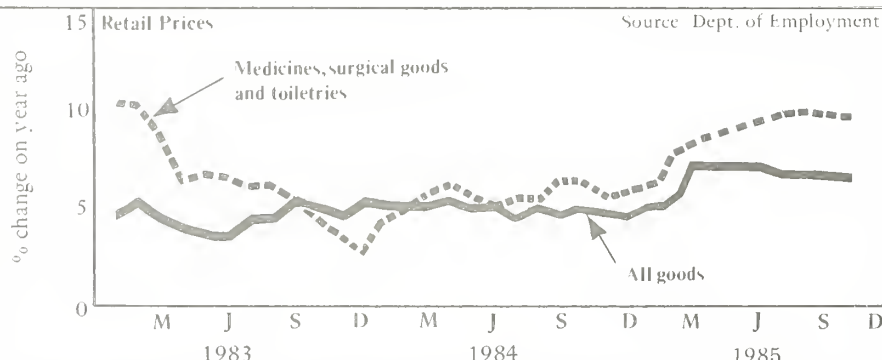
Consumers' expenditure (1980 prices) £ bn	3rd qtr	37.4	37.1	3.3
Retail sales* (value) per week (1980 = 100):				
all retail businesses	Oct	149.7	June 143.7	7.0
chemists	Oct	173	June 178	16.1

Business indicators

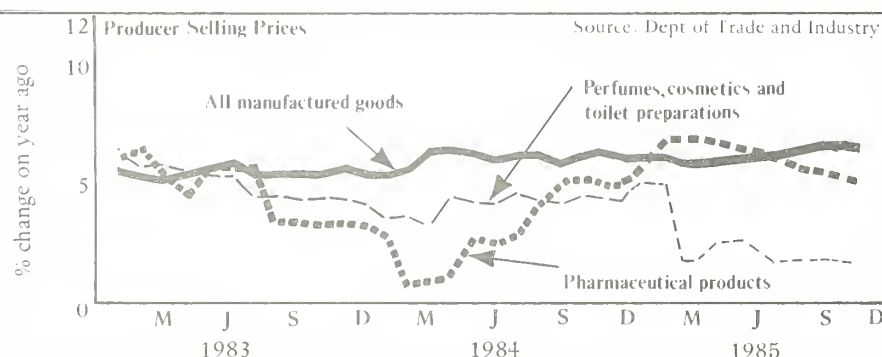
Average earnings index (1980 = 100)	Sep	176.3	June 173.1	10.0
Capital expenditure (1980 prices) £m:				
distribution	3rd qtr	1049	1035	3.9
Stock changes (1980 prices) £m:				
wholesaling	3rd qtr	-252	66	—
retailing	3rd qtr	107	-48	—
Unemployment (UK) per cent	Oct	13.5	Sep 13.8	1.5
Live births (thous):				
England and Wales	Sep	53.5	May 63.3	2.0
Scotland	Sep	5.2	May 6.6	0.1

Sources: Central Statistical Office, Department of Employment, Department of Trade and Industry, HM Customs & Excise, OPCS. All figures seasonally adjusted except where marked.

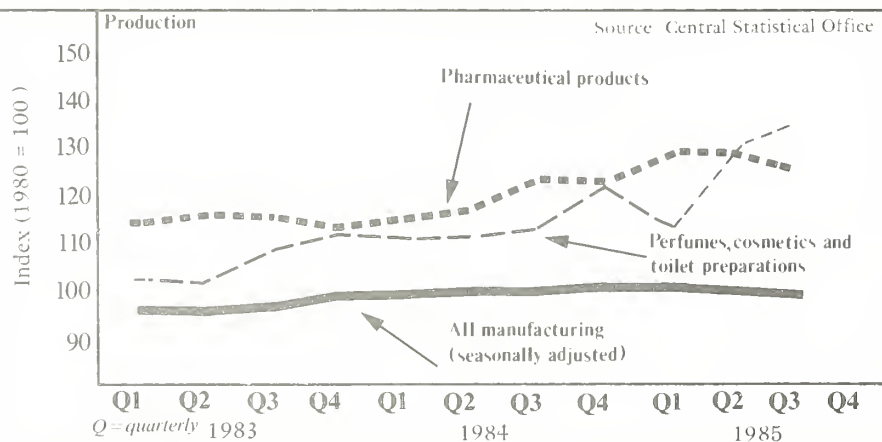
Medicine and toiletry price increase levels off



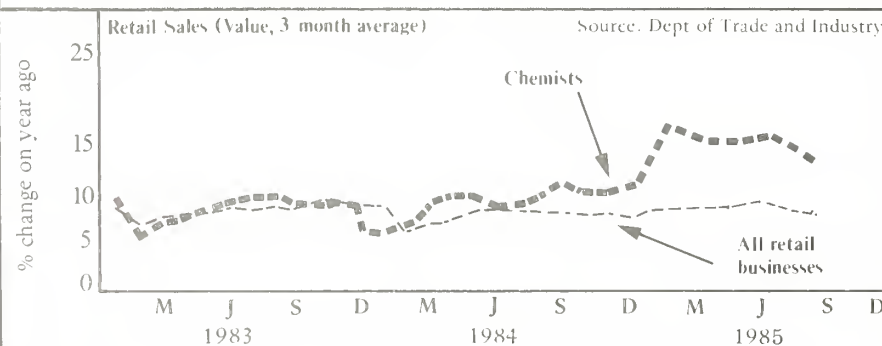
Pharmaceutical wholesale prices moderate



Toiletry, perfume production still growing



Retail chemists' sales increase eases



more than during the same time in 1984. The peak month for sales was July, when the index stood at 208 (1980 = 100), but the December level is likely to be higher than that by at least a fifth.

The outlook is for consumer spending to grow by 3¼ per cent in volume during 1986, according to stockbrokers Phillips & Drew. A rather more optimistic view is taken by economic forecasters Staniland Hall Associates, who are looking to 4 per cent real growth. Both forecasts were made before the OPEC oil scare, and are likely to be revised slightly downwards. Staniland Hall expect sales of toilet articles and perfumes, as well as proprietary medicines, to pick up, and are looking to a 5 per cent increase in the volume of retail chemists' sales during 1986.

The latest on inflation is that higher telephone charges, cigarette and food prices contributed to a rise of 0.3 per cent in November, which speeded up the annual rate to 5.5 per cent above its level a year earlier. The Treasury forecast of 5.5 per cent by the year's end now looks in doubt, but the downward drift is set to resume early in 1986.

Retail prices of medicines, toiletries and surgical goods edged up nearly ½ per cent between October and November, giving an annual rate of increase of 10.7 per cent. In October retail prices of these goods increased at a rate of 9.9 per cent.

Manufacturers' selling prices remain fairly steady after easing back for most of the year. Costs of raw materials and fuel fell sharply in November, down 5.2 per cent on a year earlier. Detailed figures for the previous month show that material costs for the chemical industry overall fell by 2 per cent while output prices rose at an annual rate of 4.6 per cent. Pharmaceutical products cost 3.2 per cent more at the factory gate. Toilet preparations for men cost 9.5 per cent more, but other toiletries were only 1 per cent higher than in October 1984.

Provisional estimates of production by pharmaceutical makers in the third quarter was nearly 3 per cent higher than in the same quarter of 1984, but 3½ per cent below the level of the second quarter. Perfume and toiletry production continued on a steady growth path, with a 5.3 per cent annual gain between the second and third quarters and an annual increase of more than 18 per cent compared with a year earlier.

Newly revised Department of Trade and Industry estimates indicate the level of wholesalers' stocks falling by about £170m in the third quarter at 1980 prices — but stock levels in the retail sector were up by £115m. The ratio of retail stocks to sales edged up from 90.4 to 90.8 during the third quarter.

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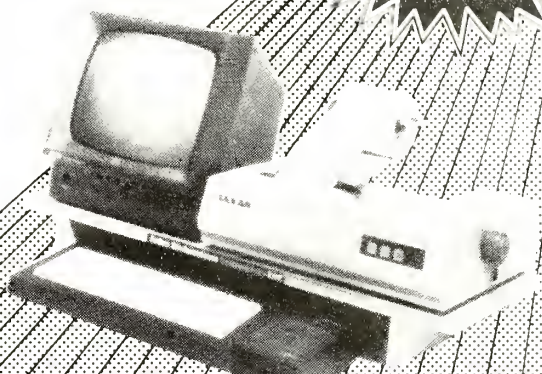
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Safeway's new pharmacy boss

Mr R.W. King, MPS, has been appointed as the new pharmacy superintendent for Safeway.



Mr D.A. Wood, who has filled the post for the past few months, becomes senior pharmacist, and remains at the Maidstone head office.

Mr King has had a varied career covering all aspects of multiple chemist retailing. He previously worked for Boots, where he held both retail and head office appointments.

Ashley gets OBE

Cyril Ashley, the former chairman of the Cosmetic, Toiletry and Perfumery Association is awarded an OBE in this New Year's Honours List.

It is the second time in a year that Mr Ashley, who is chairman of L'Oreal Ltd, has received official recognition for this fifty years in the hair products industry. In April he was made a deputy lieutenant of Greater London.



Pharmacist Stuart Thomas is presented with a cut glass crystal set on his retirement by the manager of Unichem's Exeter branch Mike Palmer (left). Mr Thomas, who owned and managed a pharmacy in Totnes, has been in retail pharmacy for 33 years. He was chairman of the local FPC, a member of the PSNC for five years and vice-chairman of the Exeter National Pharmaceutical Conference in 1979. He also sat on Unichem's regional committee



J. Beagon, MPSNI, from Belfast, won a microwave oven in a draw sponsored by Bristol-Myers Ltd. General manager of Barclays Agencies Ken Moody presented Mr Beagon with his prize. Also present — Barclay's area rep Rosemary McGranaghan and Bristol-Myers sales manager D. McQuillan

DEATHS

Turner: Scriven John Turner, FPS, of Harrow, on December 22, 1985. *Mr J. Anderson Stewart writes:* "In common with pharmacists in many parts of the country, I was saddened to learn of the death of Mr Scriven John Turner, particularly as he succeeded me as secretary of the Middlesex Pharmaceutical Group. He was born in Hull and educated at Middlesbrough Grammar School, but his entire working life was spent in Willesden. Both his grandfather and father were pharmacists and owned businesses close to Bloomsbury Square. Soon after he qualified, the untimely death of his father necessitated his taking over the business in Harrow Road, where he practised for over 40 years. He occupied, at some time, all possible positions from chairman to social secretary in the West Metropolitan Branch. Soon after the Health Service was set up, he joined the Middlesex Pharmaceutical Committee and was chairman for two years in the mid-1960's. When the county was disbanded, he was appointed the first chairman of the Middlesex Pharmaceutical Group, which was associated with five local committees. He was very proud that he and his wife, Agnes, were designated as Fellows of the Society on the same occasion. Among his public activities, he was the last vice-chairman of the Middlesex Executive Council and became chairman of the Brent and Harrow Family Practitioner Committee. In national matters, he served for several years on the management committee of the PATA and for a year as its president. Charitable work of many kinds figured in his more private life, being a devout practising Christian who believed in example being superior to precept. Our sympathy is with his widow who supported him in all his manifold interests.

New look for N&P in '86

A reorganisation of company structure takes place at Nurdin & Peacock this week, coinciding with the end of the financial year and retirement of managing director George King.

With effect from January 4, Nurdin & Peacock plc will become a holding company with Nurdin & Peacock Cash & Carry Ltd, as a principle subsidiary covering all aspects of cash and carry trading. N&P Leasing Ltd and N&P Properties Ltd complete the group.

Mr Michael Peacock remains chairman of all companies within the group. Mr D.G. Rowley becomes managing director of the holding company with Mr D.C. Poole, deputy managing director. Other board members remain as at present. Mr King continues in the capacity of non-executive director.

The board of Nurdin & Peacock Cash & Carry Ltd, will consist of Mr Rowley and Mr Poole as joint managing directors, together with the other executive members of the holding company board. Mr A.D. Hopkins, associate director, joins the board of the cash & carry company as marketing director.

Bristol Myers Co Ltd: Paul Martin is the new UK national accounts executive. He joins Clairol Appliances from Morphy Richards where he was area sales manager.

Laporte Industries (Holdings) plc: R.M. Ringwald is retiring as chief executive from January, although he continues as chairman. The new chief executive will be K.J. Minton, currently managing director.

Leo Laboratories Ltd: Tom Summers, previously director and general manager of the company and its subsidiary Edwin Burgess Ltd, has been appointed chief executive. He takes over from Borge Schou Lund, who retired as managing director after twenty five years with the company. Both men continue as directors.

Stuart Edgar Ltd: Mike Travis has joined the paper disposables manufacturer as buyer, from Bowater Cartons.

Wyeth Laboratories: Tom Wall, previously marketing manager, becomes director of sales and marketing-nutrition. Wyeth expanded their nutrition business with the recent launch of an adult nutrition products range into the hospital market.

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